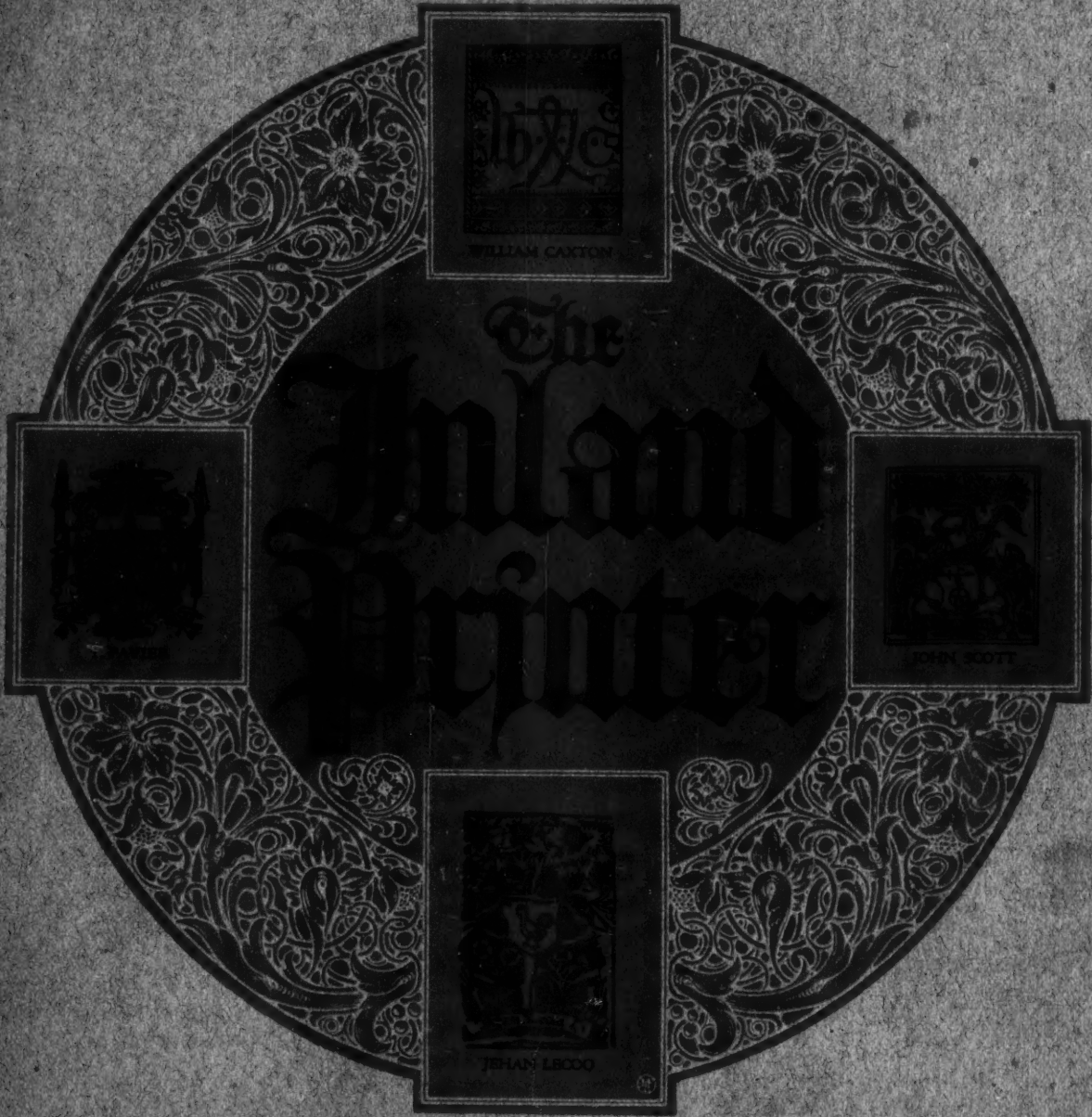


Sherman

Volume 63

April - 1919

Number 1



Published by The Inland Printer Company
632 Sherman St., Chicago, Illinois

Price Thirty Cents

You Sell

The same thing

We sell,

Only we put it up in cans

And you put it on paper.

Let's both give

Our customers

The best thing there is

It will pay us

And

It will pay you.

Sigmund Ullman Company

v. -
+ rebi

B'

Butler Brands

of

Flat Writings

Here Are Four That Are
Differently Better



- (1) White Rose (3) Yukon-Aurora
(2) St. Charles (4) Merchant Marine

PRINTED SAMPLES ARE READY—WRITE.

PRINTERS probably do more changing in their Flat Writing brands than in any other class of paper they buy. A hasty analysis of the facts may lead to the conclusion that the trouble is with the printer, but a more careful investigation will disclose the fact that the vacillating quality of the general run of Flat Writings is the prime cause. Butler Brands of Flat Writings though are *characteristically standardized*; this means uniformity in every detail—it means that when you have once satisfied your customers on the particular Butler Brands that meet their requirements you need only to adhere to those brands to eliminate complaints.

We are particularly anxious to have you investigate the four lines named above. White Rose is a new creation that is sure to please your trade. Yukon-Aurora and St. Charles are old Butler Brands, the standards of which have recently been raised. Merchant Marine is a new addition that represents rare value in a low-priced, good writing paper.

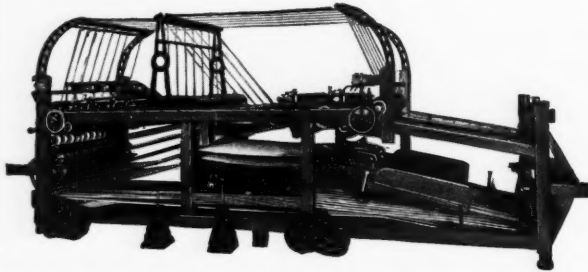
Distributors of Butler Brands

Standard Paper Company	Milwaukee, Wisconsin	Mutual Paper Co.	Seattle, Washington
Missouri-Interstate Paper Co.	Kansas City, Missouri	National Paper & Type Co. (export only)	New York City
Mississippi Valley Paper Co.	St. Louis, Missouri	National Paper & Type Co.	Havana, Cuba
Southwestern Paper Co.	Dallas, Texas	National Paper & Type Co.	Buenos Aires, Argentine Republic
Southwestern Paper Co.	Houston, Texas	National Paper & Type Co.	Mexico City, Mexico
Pacific Coast Paper Co.	San Francisco, California	National Paper & Type Co.	Monterey, Mexico
Sierra Paper Co.	Los Angeles, California	National Paper & Type Co.	Guadalajara, Mexico
Printers & Publishers Paper Co.	Detroit, Michigan	National Paper & Type Co.	Guaymas, Mexico
Central Michigan Paper Co.	Grand Rapids, Michigan	National Paper & Type Co.	Lima, Peru

Established 1844

J.W. BUTLER PAPER COMPANY *Chicago*

This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line—can be changed from striker to feint-line quickly—a most complete proposition.

Note illustration showing details of construction.

Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

ESTABLISHED 1876

William C. Hart Company

(Successors to Hart & Zugelder) Inc.

Printers' Rollers

Guarantee of High-Grade Quality, Press-room Economy, Unequaled Service.

Sole Agents and Distributors of
Hart's Flexible Glues

Rochester New York Pittsburgh

ABSOLUTE TIME RECORDS



KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

You Need

KASTENS TIME STAMP

Efficiency in War Time and All Times!

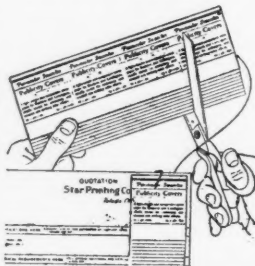
KASTENS TIME STAMPS cost little, are built for long service, and work quickly, smoothly and accurately.

Send for catalogue showing various styles with prices.

HENRY KASTENS

418-20 W. 27th St., New York City, N.Y.

Peninsular Swatch Clips for Printers



Swatch clips show colors, textures, and finishes of *Orkid, Publicity, Gibraltar, Onimbo* and *Highlight Covers*, representing our five *Quick Turnover Lines*



Any Peninsular Cover Agent can furnish Swatches at your request.

The INLAND PRINTER

Vol. 63, No. 1 HARRY HILLMAN, Editor April, 1919



Published by THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50; Single copies, 30 cents; Foreign, \$3.85 a year.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE—English Finish
MACHINE FINISH



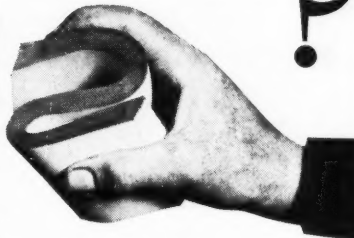
MUSIC
EGGSHELL
SCHOOL TEXT

Uniformity

SALES OFFICE, 200 FIFTH AVENUE, NEW YORK CITY, N. Y.

What Tabbing Compound Permits This?

Only NUREX!



Many advantages accrue to the printer through the quality of this new padding compound which permits of such rough handling of a tab after the compound has dried as is here illustrated.

Forms printed in gangs may be assembled and *tabbed in gangs* also, for NUREX will not crack under the cutter nor penetrate the stock.

Consider for a moment the opportunities for time-saving and money-saving afforded by this one feature alone. It is not possible with glue or other compounds made for tabbing. *NUREX easily saves 50% of labor in tabbing.* Two coats can be applied, cut in gangs and wrapped for delivery in thirty minutes.

A further advantage—NUREX requires no heating!

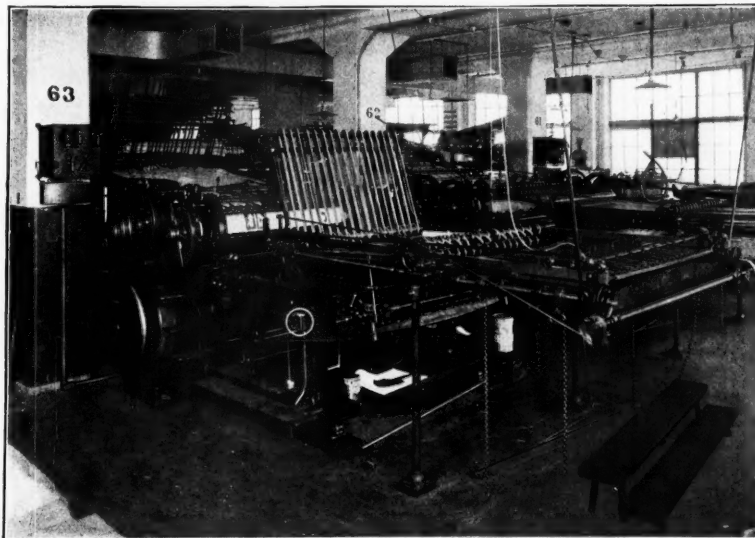
It is always ready to use and works the same in any climate. When "set" it never becomes sticky in damp weather or brittle in dry weather. Stop experimenting with inferior tabbing compounds. Each day you are without NUREX represents loss of satisfaction and profits. Order from your supply house, but do not accept substitutes. There is a distributor in every city.



Order a trial gallon today, and when used up you will be convinced that the only tabbing compound is NUREX.

THE H. D. LEE HARDWARE CO.
SALINA, KANSAS

Five Years'
Service
with
Negligible
Maintenance
Expense



Part of a large New York pressroom, showing group of two-color presses equipped with Sprague Electric Type LC Motors and Sprague Electric Type CR-6341 predetermined speed push-button operated controllers.



SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York City. Branch Offices in Principal Cities.



M 4930 MILLER FEEDERS

I now operating on 10x15 and
L 12x18 presses in up-to-date
They L plants of every size through-
increase L out the country. ❀❀❀❀

printers' E Like Miller Saw-Trim-
profits. ❀❀❀ R mers they pay their
Double hand- way every day. ❀❀

fed production. F Service to Miller
Reduce operating E users furnished
expenses. ❀❀❀❀❀❀ E gratis by 73

Prices, terms and names of E traveling
printer users in your district D represen-
furnished on request. ❀❀❀❀❀❀ E tatives.

Miller Saw-Trimmer Co.

PITTSBURGH, U.S.A.

Permanent Branch Offices in

Atlanta Boston Chicago Dallas New York
Philadelphia San Francisco

E R S

SAFE  SURE

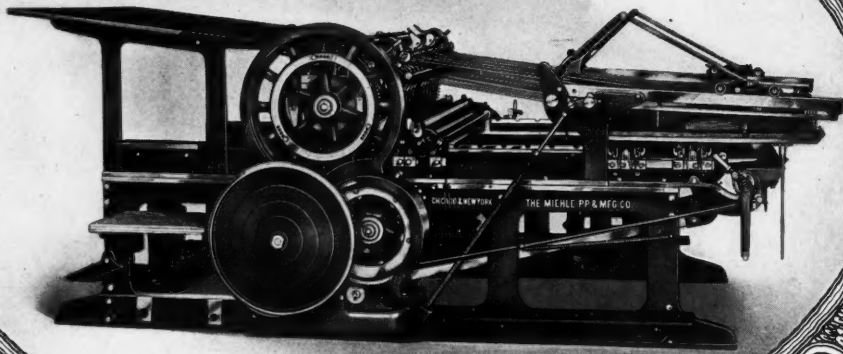
Royal
the one National source
of supply for superfine
Electrotyping



There are only a few hundred electrotyping plants in the whole United States. ROYAL is the largest; employs more men—turns out more work—runs night and day. But it's not size nor volume which attracts long-distance orders to ROYAL. It is *specialization on quality plates*. At the ROYAL Plant there is a steady even flow of the highest class of work known to the electrotyping art. Color-plate reproduction of halftones, catalogue and magazine covers; most of it ticklish, hair-register work, involving the utmost responsibility on the part of the printer. So the printer, the wise printer, sends his originals to ROYAL to be duplicated under conditions which guarantee safe, sure, final results.

Royal Electrotype Company
Philadelphia

The Miehle



OPPORTUNITY

OPPORTUNITY is not to be postponed.
Business must be accepted when it is offered.

If it is business that will stick and you need a Miehle or two to handle it, buy them.

Don't figure that by waiting you will be the gainer.

Don't risk a sure profit against an uncertain saving.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: FOURTEENTH AND ROBEY STREETS, CHICAGO

Sales Offices in the United States:

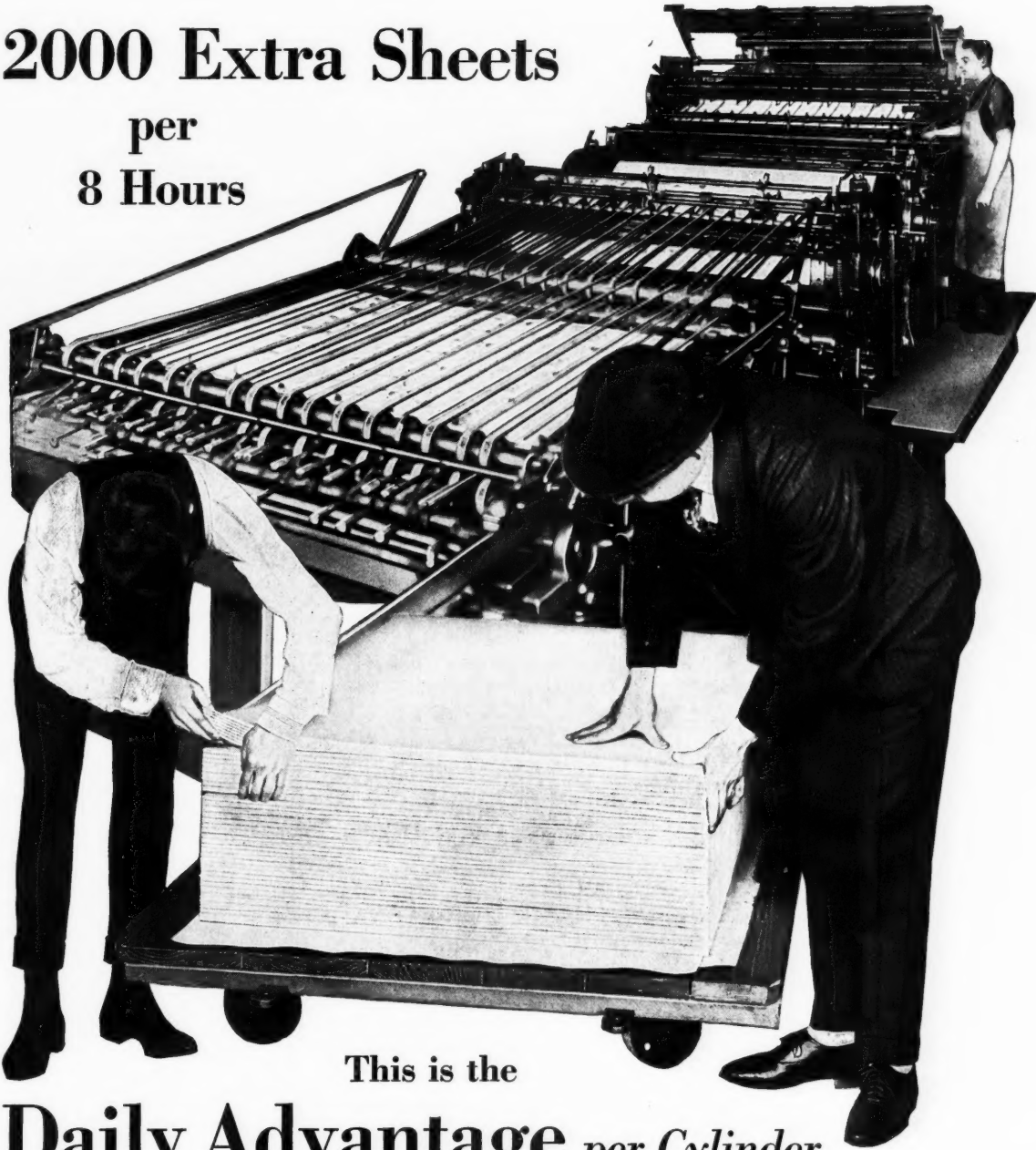
CHICAGO, ILL.	1218 Monadnock Block	DALLAS, TEX.	411 Juanita Building
NEW YORK, N. Y.	2840 Woolworth Building	BOSTON, MASS.	176 Federal Street
PHILADELPHIA, PA.	Commonwealth Trust Building	SAN FRANCISCO, CAL.	401 Williams Building
	ATLANTA, GA., Dodson Printers Supply Co.		

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

2000 Extra Sheets

per
8 Hours



This is the
Daily Advantage *per Cylinder*

that the printer equipped with Dexter or Cross Feeders has over the printer who feeds by hand. He gets 2000 sheets more a day from each cylinder, and furthermore a lower cylinder press operating cost. More than this the printer with Dexter or Cross Feeders can feed the largest cylinders as fast as the smallest sizes.

The chief reason for the small-sized cylinder in commercial shops is that large sheets cannot be handled easily or economically by hand. If you are not getting at least \$4000.00 worth of presswork a year from each cylinder, it will pay you to investigate automatic feeding. Write us or our nearest representative.

DEXTER FOLDER COMPANY
Folding, Feeding, Binding, Cutting Machinery

NEW YORK

CHICAGO

PHILADELPHIA

DETROIT

BOSTON

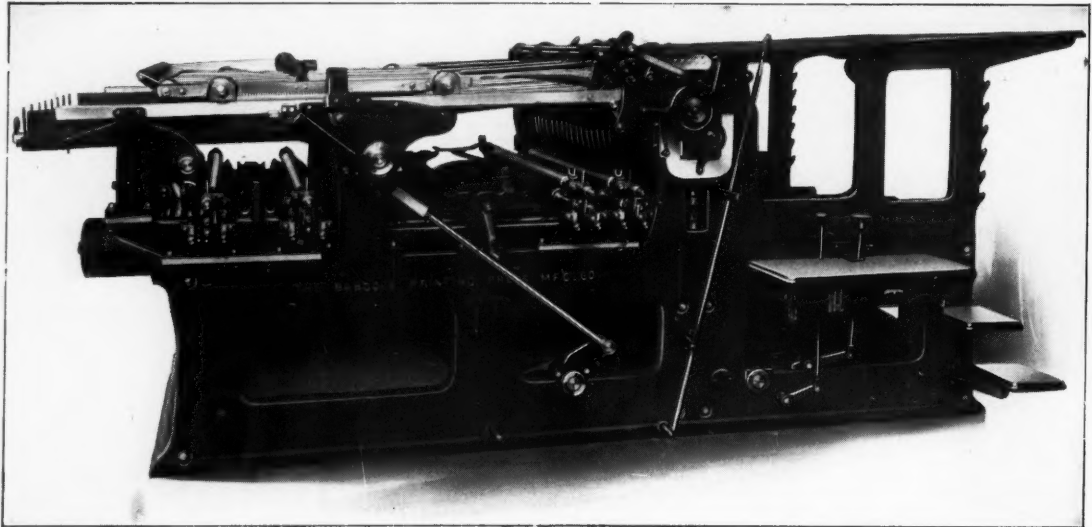
ATLANTA

DALLAS

SAN FRANCISCO

Please Mention THE INLAND PRINTER When Writing to Advertisers.

BABCOCK



THE "OPTIMUS"

AN INCREASED DEMAND for high-grade presswork on *all* classes of printed matter has taught the Modern Printer to ask,

"What is the Comparative Cost of Operation?"

The *Universal Equipment* on BABCOCK PRESSES is not guesswork. Each mechanism has been scientifically applied to a point in cylinder press operation where the best manufacturers of printed matter thought a time-saver was *needed*.

When the subject of additional or improved equipment comes up for discussion in your plant, let us *demonstrate* BABCOCK Economy for you by showing all of the features of our *Universal Equipment*.

There are nearly 8,000 Babcock Presses in use, and Babcock Service has stood the test of thirty-six years.

We will illustrate, each month in this journal, individual features of the *Universal Equipment*. Compare their value as time-saving factors with the methods used on *other* presses.

Our Best Advertisements Are Not Printed—They Print!

The Babcock Printing Press Manufacturing Company

NEW LONDON, CONNECTICUT

NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
Miller & Richard, General Agents for Canada—Toronto, Ontario, and Winnipeg, Manitoba.

John Haddon & Company, Agents, London, E. C.



ANNOUNCEMENT

The Seybold Machine Company of Dayton, Ohio

WISHES TO ANNOUNCE
THE PURCHASE OF THE ENTIRE BUSINESS OF

The Oswego Machine Works of Oswego, N. Y.

(Including Good-Will, Patents, Trade-Marks, Drawings, Patterns, Records, Etc.)

In addition to the well-known, extensive line of Seybold Machinery—Oswego, Brown & Carver and Ontario Cutters will be built in Dayton.

With the superior Manufacturing, Sales and Service Organization of The Seybold Machine Company, the many friends of Oswego Products are assured the same high quality of construction and very superior service. It is the earnest desire of The Seybold Machine Company to co-operate with the present users of Oswego, Brown & Carver and Ontario Cutters and to serve them to the best of their ability.

The Seybold Machine Company wishes to take this opportunity to express to their many friends and patrons their deep appreciation, not only for their liberal patronage, but also for their suggestions and criticisms, which have made for a better product, therefore making the present move possible.

All inquiries for Seybold, Oswego, Brown & Carver and Ontario Cutters should be addressed to the Main Office or to the nearest Branch or Agency.

THE SEYBOLD MACHINE COMPANY

Main Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES AND AGENCIES:

CHICAGO.....THE SEYBOLD MACHINE COMPANY, C. N. STEVENS.....112-114 W. HARRISON STREET
NEW YORK.....E. P. LAWSON COMPANY, Incorporated.....151-163 W. 26TH STREET
ATLANTA.....J. H. SCHROETER & BRO. TORONTO.....THE J. L. MORRISON CO.
SAN FRANCISCO.....SHATTUCK-NY & BICKFORD, Inc. WINNIPEG.....TORONTO TYPE FOUNDRY CO., Ltd.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

Why Fool Yourself About Costs?



**BARNUM MADE BIG MONEY BY
FOOLING THE PEOPLE, BUT YOU
CANNOT MAKE ANY MONEY BY
FOOLING YOURSELF ABOUT
MONOTYPE COST AND SAVINGS**



The Monotype has revolutionized composing-room methods and it will only be a short time before the Non-Distribution System will be in general use.

Because of its versatility the Monotype is able to supply all the type and material needed by the hand composing room, thus eliminating the big cost of depreciation on type bought outside.

This type and material is made so economically that it does not pay to distribute it, and it is therefore recast after one use. This eliminates the high cost of distribution.

In making this material the Monotype caster increases the number of its productive hours and becomes practically 100 per cent busy. This cuts down the cost per hour of Monotype composition to the minimum.

These are facts, but they are not as well known as they should be because printers have not kept pace in their cost finding with the progress of the Monotype; for this reason the published reports of hour costs still represent a mixture of distribution and non-distribution plants,

which is not only misleading but very apt to cause the printer to lose business by making wrong prices.

When the Caster costs are correctly kept there is found a considerable number of hours that have been used in making type and material for the hand room. This is then charged to the hand room at the Caster Department hour cost and *credited* to the Caster Department. The result is that the actual Monotype composition cost is a surprise—it is found to be so much lower than appeared from the mixed statements formerly given.

The Caster time charged to the hand room is not an additional burden, but as stated above, replaces the fixed charges on the discarded type equipment and the purchases of sorts and renewals. This alone would be a saving, but it is not all. The abundance of material and absence of all distribution and picking make every hour of every compositor a productive hour, and so reduce the hour cost for hand composition.

These Savings Are Real

The reason they are not known to all printers is that numbers of Monotype users have never troubled themselves to discuss their cost figures, and have failed to give the caster credit for its work in type and material making.



Lanston Monotype Machine Co., Philadelphia

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO



Are You Backed By National Publicity?

National advertising, as you know, is a big factor in promoting sales. The tremendous force of millions of circulation in the great mediums fairly pulls customers to your shop.

Are you "swimming with the tide?" Are you prepared to take advantage of the great consumer demand for the Systems Bond "rag content loft-dried paper at the reasonable price?" Read the ads in such magazines as *The Saturday Evening Post*, *System*, *The American* and other national publications and then get that order to your jobber right away.

Eastern Manufacturing Company

Mills
Bangor, Maine
Lincoln, Maine

General Sales Offices
501 Fifth Ave.
NEW YORK CITY

Western Sales Offices
1223 Conway Building
Chicago, Ill.



Corner of Gordon Press-
room in plant of The
Henry O. Shepard Co.,
Chicago, Ill.

The Henry O. Shepard Co.

Printers of THE INLAND PRINTER, operate a large number of C. & P. Gordon presses.

This job department is a most essential unit of this well known plant and is an important factor in the production of the house.

The ease of make-ready, quick wash up and simplicity of the C. & P. Gordon press make it ideal for quick results. This means service for the customer.

Write for book "The Profits In Printing."

Chandler & Price Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

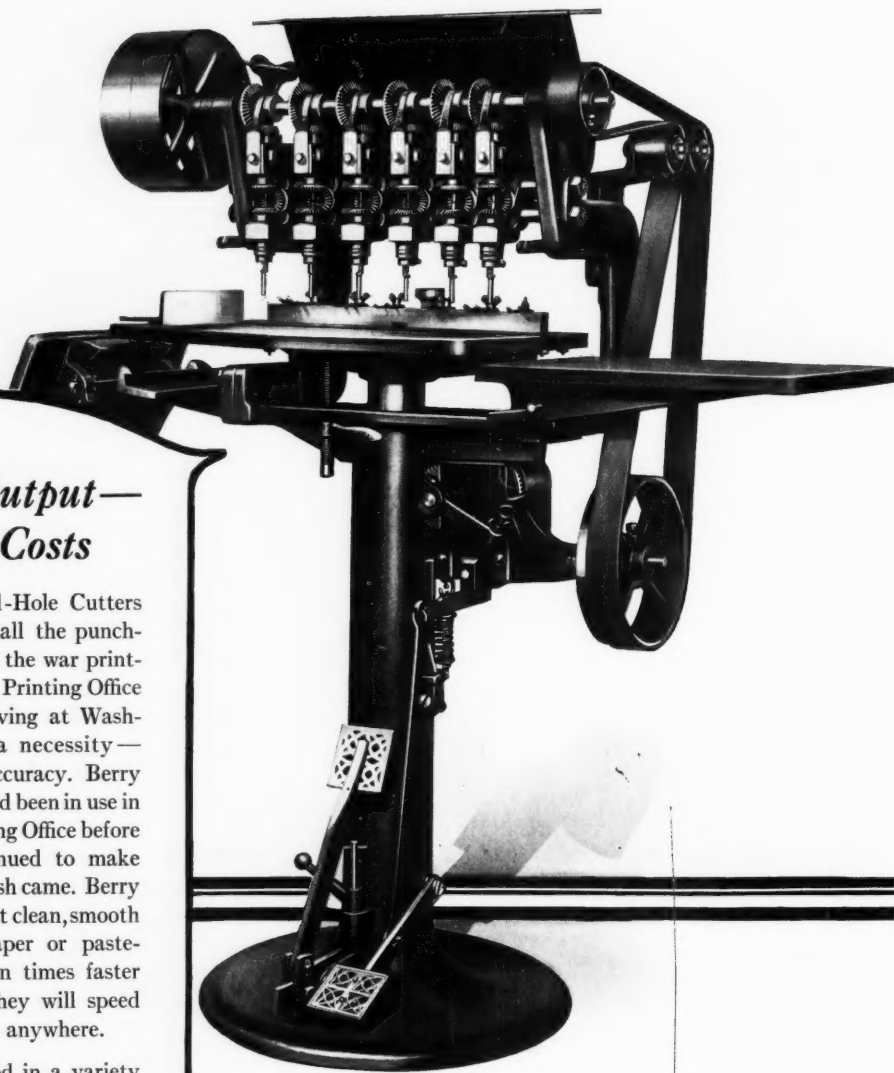
The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

Used by U. S. On War Work

Increased Output— Lowered Costs

TEN Berry Round-Hole Cutters drilled virtually all the punching in connection with the war printing in the Government Printing Office and Bureau of Engraving at Washington. Speed was a necessity—speed combined with accuracy. Berry Round-Hole Cutters had been in use in the Government Printing Office before the war. They continued to make good in use when the rush came. Berry Round-Hole Cutters cut clean, smooth holes through *any* paper or paste-board stock five to ten times faster than a die-punch. They will speed output and lower costs anywhere.

Models are designed in a variety of styles to meet the user's purpose. The machine illustrated is Model No. 4, fitted with four extra heads.

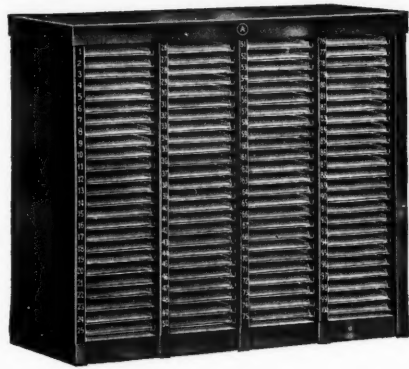


A Few of the Other Users

American Pad & Paper Company - Holyoke, Mass.
J. C. Blair Company - - - Huntingdon, Pa.
General Manifolding & Printing Co., Franklin, Pa.
New York Public Library - - New York, N. Y.
Jersey City Printing Company - Jersey City, N. J.
Pacific Manifolding Book Co. - Oakland, Calif.

BERRY MACHINE CO.

303 North Third Street, ST. LOUIS, MO.



PAGE STORAGE

An Ever Present Problem in the Composing-Room

The illustration shows a unit style galley cabinet for storing pages on galleys; one of the most useful pieces of equipment ever designed for the printer.

The unit galley cabinet is only one of many forms of cabinets for storage of this kind. We also supply imposing-tables in convenient sizes, either completely equipped with galley storage space or with one side devoted to lock-up materials and the opposite side for galley storage, which makes an ideal arrangement.

Another convenient form of storage is in the shape of galley trucks on easy moving casters, which is especially desirable in the larger book and catalog offices.

Send for complete illustrated circular of galley storage appliances.

Mailed free on request.

The Hamilton Manufacturing Company

Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.



THE SATISFACTION of knowing that you have a carefully tested, thoroughly practical book is yours when you buy a National Blank Book.

National Ring Binders are invaluable for filing miscellaneous information for frequent, convenient reference. Out-of-date sheets are easily removed and replaced with fresh material. Compact, positive mechanism, attractive bindings.

Permit us to send you a complete little folder of National Ring Books, with illustrations and prices.

NATIONAL BLANK BOOK CO., Holyoke, Mass.

MONEY MAKERS

"Enclosed find two-color folder which is one of the last sheets of a 375,000 run. Your blanket was used on the black form and we want to say the cuts are just as good now as when the form was originally put on, which certainly speaks well for your blankets. We can not say this for the tint form, which was run on the other press without your blanket, for these tint-plates are worn considerably, as you can tell by the sample. Please ship us another blanket for our No. 2 Miehle."

SEEMAN & PETERS—Complete Printing Service—Saginaw, Mich.

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Jobbers and All Hard Packing Presses

are making money for Seeman & Peters and hundreds of other printers throughout the United States. They will make money for you, not only by decreasing wear on forms, for they

Reduce Make-Ready Save Power Increase Production

eliminate the use of patented or heavy hand-cut overlays, reduce work-ups by 90%, will not form a matrix, and enable make-ready to stay "put."

Write Today for Literature and Prices.

CARMICHAEL BLANKET COMPANY

Branch Sales Office

441 MILLS BUILDING, SAN FRANCISCO, CAL.

Main Office and Plant

ATLANTA, GEORGIA



TYPOGRAPHY

Announcing
A Message of Vital
Importance to Every
Book and Job
PRINTER



MERGENTHALER LINOTYPE Co.
New York, U. S. A.



This page and the three pages which follow are composed entirely of LINOTYPE material



TYPOGRAPHY

LINOTYPE

A Message of Vital Importance to Every Book and Job PRINTER

The newspaper men at Washington who conceived the epochal idea of evolving a mechanical means for setting type were inspired by their professional knowledge of the urgent need for such an invention among newspapers—no more. Hence the Linotype—the demand of newspapers for the Linotype—the interval preceding the appearance of Linotype Typography.

The established business of producing the machine arrived at its natural next stage of achieving appropriate material in 1914, when the Company began the serious work of typographic refinement that has so broadened the scope of the Linotype.

EDWARD E. BARTLETT RETAINED

The creative work in the field of typographic design saw no time lost in making false steps. At the outset, Edward E. Bartlett, president of the Bartlett-Orr Press, New York City, was engaged as counsel and advisor, to work with the Company's experts, and a department of Linotype Typography was immediately established.

During the period of reconstruction, from 1914 to the present, the bulk of the work of refinement has been accomplished. Gradually the chaff of inferior typography was winnowed from the wheat of superior typography. Refitting has been done; re-cutting where it was found to be the thing to do. New faces have been introduced—not for the purpose of swelling an already too extensive assortment, but always to the end of securing perfectly formed, beautifully shaped types, from models of pronounced legibility.



USEFUL FACES FOR BOOK AND JOB PRINTERS

This creative work, undertaken with the direct object of placing the advantages of Linotype composition at the disposal of the book and job office, has been productive of the necessary faces.

The true Caslon, following the original designs by William Caslon I, sizes 6- to 24-point, will be ready in the spring of this year. A perfectly formed Elzevir, one of the most beautiful types of its class ever cut, is nearing completion. Old Style No. 7, already announced, is meeting with deserved appreciation. A true Old Style, following the Miller & Richards original, from which Franklin Old Style, Binny, and all other acceptable modern Old Styles have been copied, is now being cut. Another early announcement will be the Cloister Black, following the Caslon face.

Except where otherwise stated, all Linotype faces are made in sizes 6- to 30-point, with the accompaniments of swash and other characters that contribute much to the embellishment of beautiful typography.

LINOTYPE ORNAMENTAL SERIES

Decorative typography, heretofore accomplished by means of individual types, has been restricted in its sphere of usefulness because of the excessive cost of the type units themselves and of the composition—due to the difficulty of handling the individual units used in repeated or diaper pattern.

We have announced the Linotype Bodoni family, faithfully reproduced in full series 6- to 36-point. The complete series of Linotype Cheltenham has also been shown. Similar series of Adam, Benedictine, Caslon, Modern, Louis XV, Scotch, Gothic, and others are to follow as they are produced. With each of these series there will be an accompaniment of initials, borders, head and tail pieces, and other co-related units in the form of Linotype matrices and electrotypes.

Of the Bodoni series it is to be remarked that, generally speaking, Bodoni did not employ much decoration in connection with his work, and that our own artists have created exclusive ornamental designs to enhance the beauty of pages set in faces whose weight of line approximates that of Bodoni.

In the Caslon, Benedictine, Cheltenham, Scotch, and Gothic, full corresponding series of initial letters are to be furnished in various point sizes, together with stock borders and head and tail pieces. If, in any instance, the full series of initials is not shown, mortised initials are to be had.

The aforesaid, which conform mostly to recognized period ornament and will bear the critical analysis of the designer, are complete in every respect. They comprise, in fact, the most complete collection of useful type ornaments and individual decoration that has ever been offered to the printing industry as a whole.

MANUAL OF TYPOGRAPHY

Later, these typographical exhibits, inclusive, will form the basis of a complete work entitled "Manual of Linotype Typography"—a treatise broadly and philosophically planned to furnish a liberal education on the subject of typography for the printers of the United States and the world generally.

OUR MESSAGE TO THE MASTER PRINTER

Primarily, Linotype Typography is our contribution to the book and job office. The high standard of mechanical perfection attained, and the great economies effected, by the composing machines originated and developed by the Mergenthaler Linotype Company are well known to master printers: We want the master printer to be equally informed on the score of Linotype Typography, to which development the Company is devoting constructive thought, painstaking attention to details, and a great deal of time and money. Witness, the progressive operator of today. He knows—he thinks of the Linotype in terms of typography.

MERGENTHALER LINOTYPE COMPANY

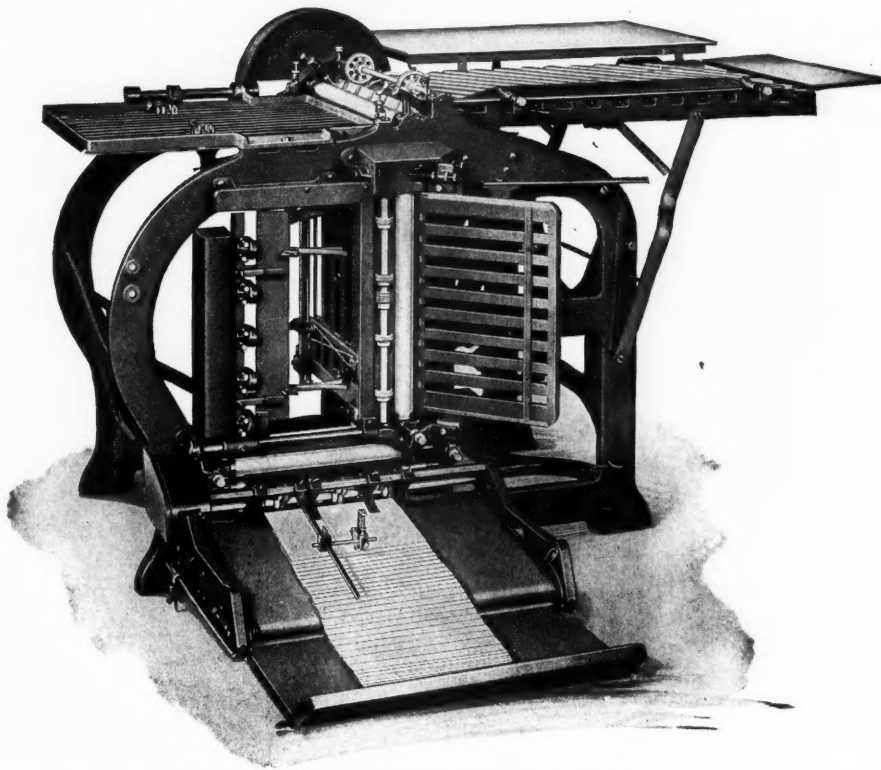
New York, U. S. A.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 So. Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto



With floor space costing \$2.00 a foot

*Why have three machines
When you can get one
That will do more work?*

IF you had a *battery* of folding machines, one of every other manufacture, you could make a total of only 45 different folds.

If you had only *one* CLEVELAND you could make the 45 folds that the battery could make, and in addition 146 folds that can not be made on any of the other machines or any combination of them—and at the same time you would save much floor space, machinery investment and overhead expense.

It's good business to be equipped like that—for all the regular and also the unusual distinctive folds which often give the finished job added attention and interest values.

Versatility is but one of the points of merit of the Cleveland. It not only folds the 191 different forms but it folds them most accurately and economically, with minimum supervision and the least spoilage.

So again we ask:—Why have a *battery* of machines when *one folder* will do all your work?

The answer is obvious! When shall our representative see you?

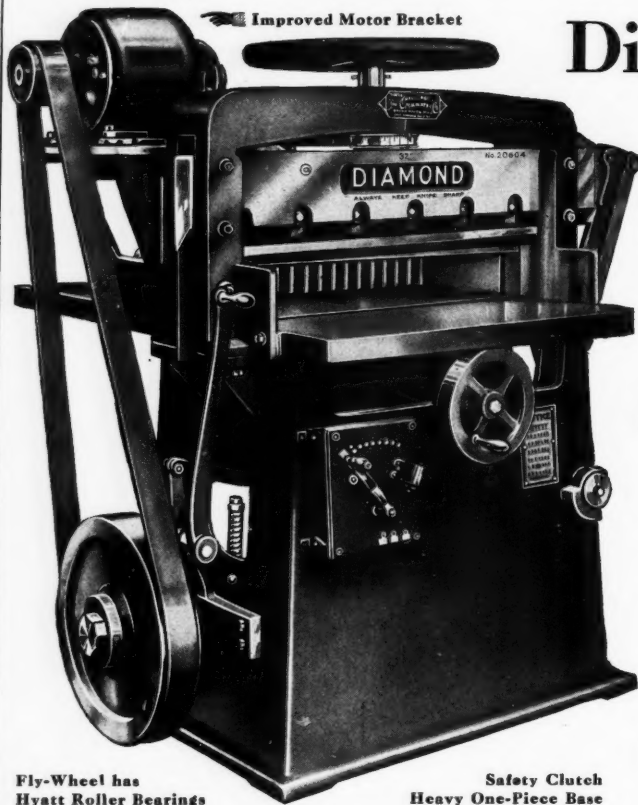
THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
161 Devonshire Street, Boston

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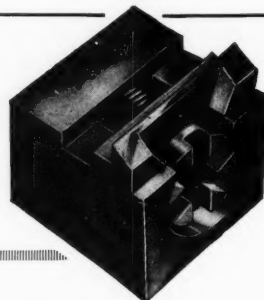
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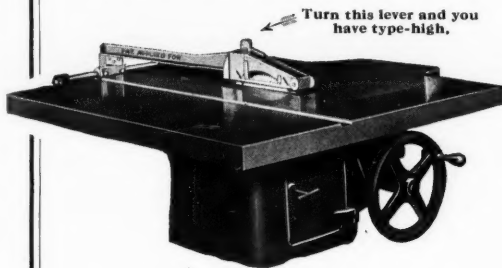


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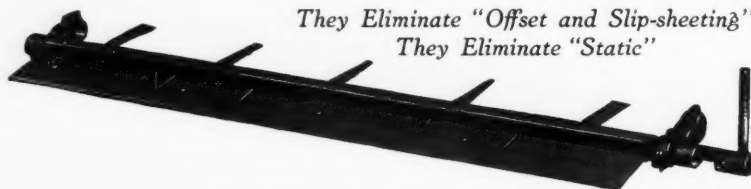
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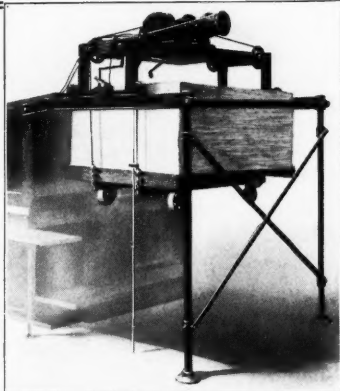
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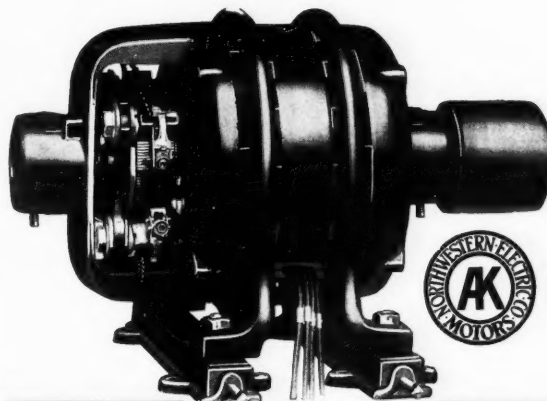
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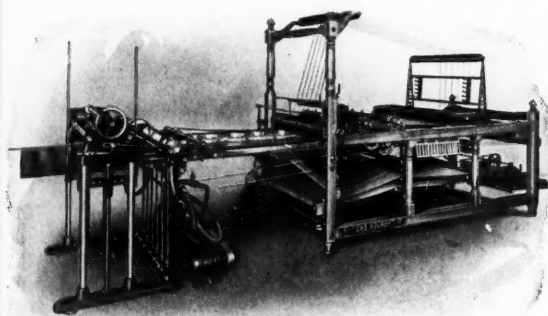
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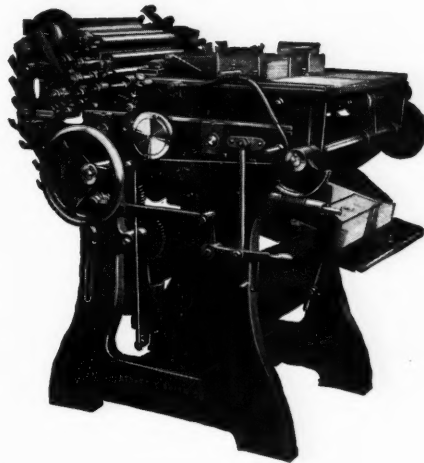
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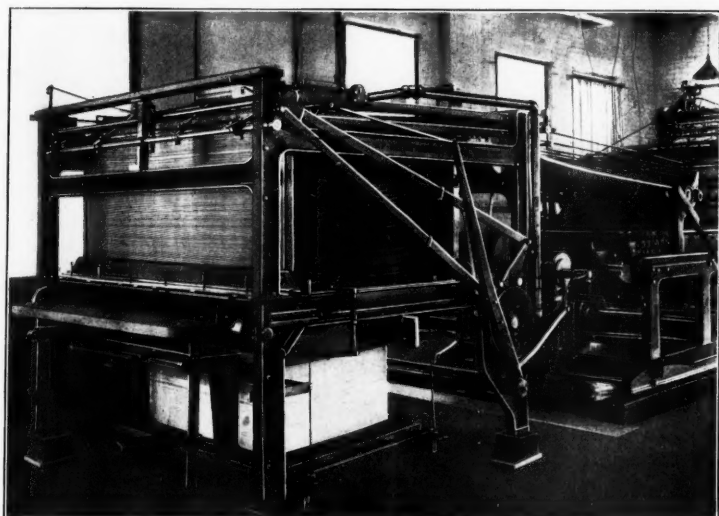
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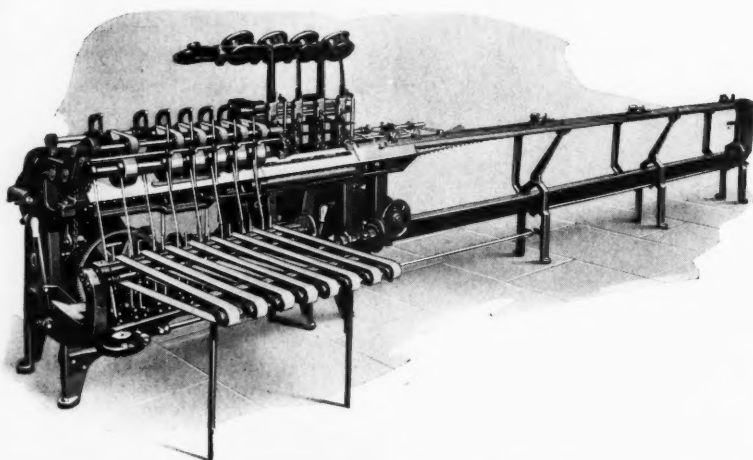
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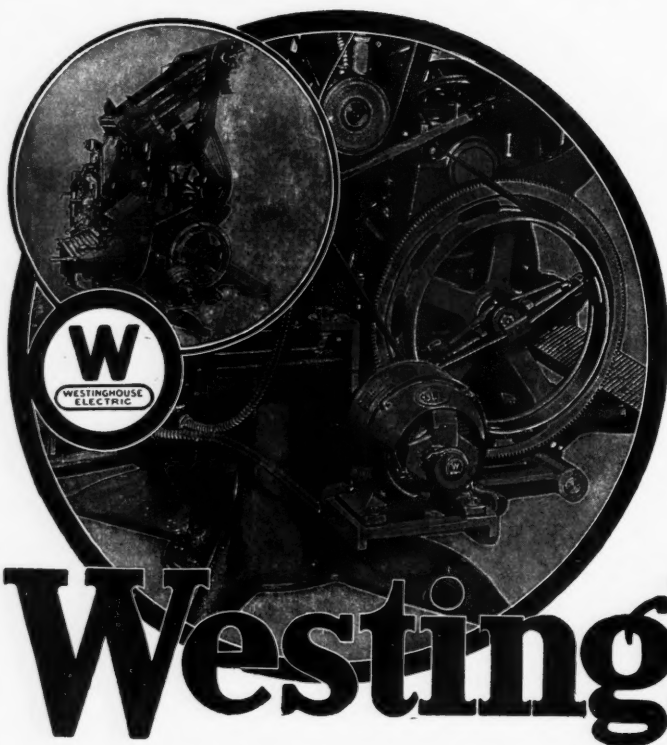
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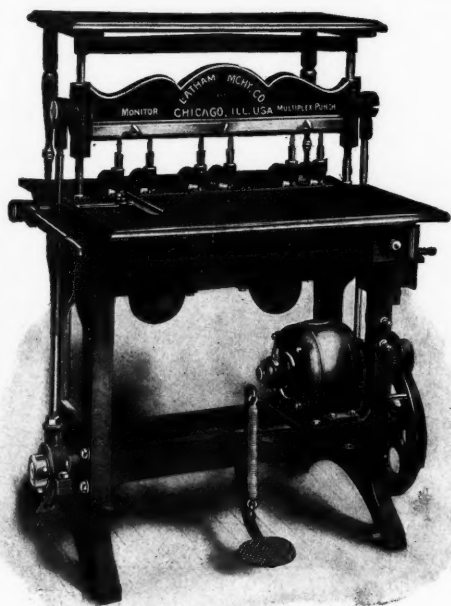
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VOL. 63, No. 1

APRIL, 1919

The Leading Trade Journal of the World in the Printing and Allied Industries
 HARRY HILLMAN, EDITOR

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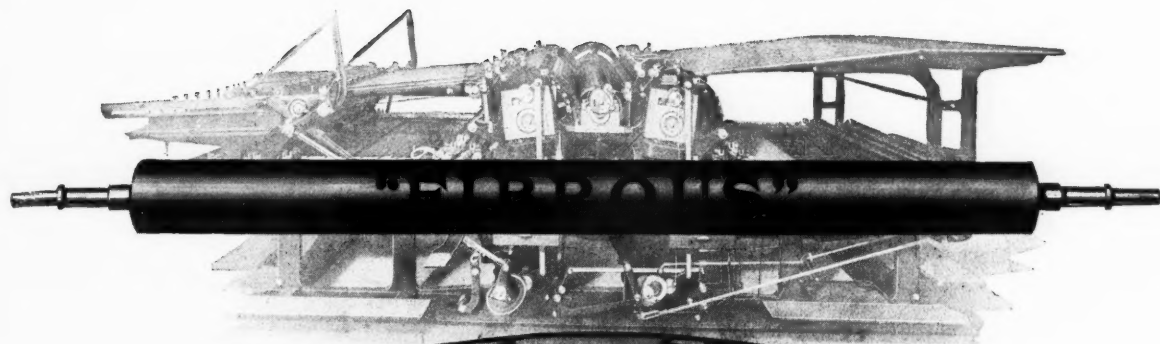
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632 Sherman St., Chicago, U. S. A.

Address all communications to The Inland Printer Company

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50. Single copies, 30 cents. Foreign, \$3.85 a year

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.



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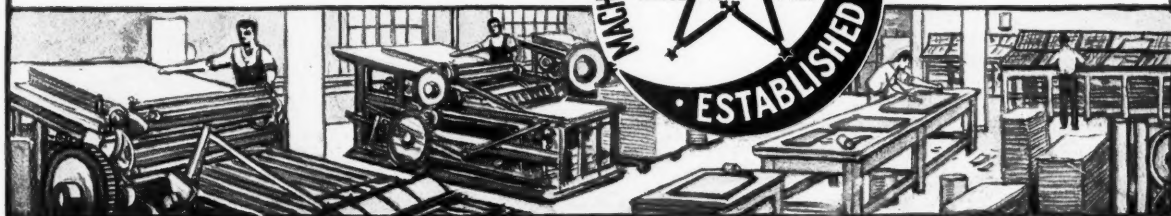
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Allied with BINGHAM & RUNGE CO., East 12th Street and
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Roller
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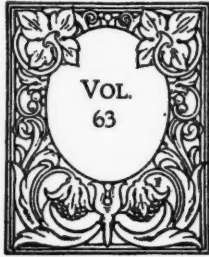
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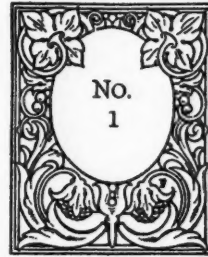
WHATEVER obscurity may rest upon the origin of Printing, the invention has happily been the means of effectually perpetuating the discovery of all other arts, and of disseminating the principles by which they are accomplished. It is, therefore, considered as the most important of them all

ISAIAH
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1810



The INLAND PRINTER



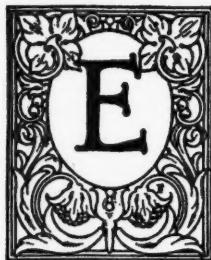
*The Leading Trade Journal of the World
in the Printing and Allied Industries*

APRIL, 1919

ANTICIPATING COMPLAINTS

If Conditions Make Good Service Difficult, Why Not Tell the Customer?

By G. D. CRAIN, Jr.



EVERYBODY agrees that complaints, like strong medicine, are often a good thing for the business, unpleasant as they may be at the time, and disagreeable as handling them often appears. Many complaints locate weak spots in the organization, and help the printer to bolster up his force in places which have needed strengthening, but which were not indicated until somebody let out a holler.

But, granting all this, why should complaints not be killed before they happen? Even if perfect service is not possible, why not anticipate the kick by telling the customer what the printer is up against, so that he will not expect one hundred per cent in the way of accuracy, speed and promptness?

Before insisting that such a plan would mean a confession of failure, and would be bad advertising, stop and think what you and other printers have been contending with for the past year or over. Not only has labor been scarce, but it has actually been constantly necessary to train new people to take the places of those who were called by the draft or who left for other reasons.

With the personnel of the working force constantly changing, the service of the best-run printing-shop has been interfered with, and there have been plenty of opportunities to slip up even on the jobs of the oldest customers. The latter, while knowing something of the situation, have doubtless had troubles of their own, and have not stopped to think that the printer has

been doing his best under difficulties. To advise the buyer of printing that the producer has had to overcome obstacles in order to maintain the former high standard of service would cause him to mingle charity with justice in passing on what he has been getting.

All of this, it should be suggested, applies particularly to the steady customer. The dependable accounts, which are on the books right along, are those that the printer is primarily concerned with, after all. The new business looks attractive, but the bread-and-butter trade consists of custom which comes without effort, and which for that very reason should have the best of service. The printer owes it to these customers to acquaint them with the conditions in the event that he feels himself slipping, and is not able to brag about the quality of the service that he is rendering under the handicap of existing difficulties.

A certain Chicago printer, who has a lot of big accounts, and who has always been noted for the high class of his output, recently came out frankly on this subject. He did not hesitate to tell the buyers who have favored him with their patronage what he was up against, but he gave details regarding the situation that impressed the facts in an unforgettable way. He did not apologize for poor service, but asked coöperation in reducing demands for the exceptional jobs, which tend to slow up the work and to increase the stress on the organization.

The printer referred to sent out a letter something like this to all of his regular customers:

"During the last six months the printing business has been undergoing a radical change, particularly from the standpoint of labor. This industry, which

employs to a great extent men within the draft ages, has contributed very largely to our fighters on land and sea; in our establishment alone our Roll of Honor shows that over twenty per cent of our men have enlisted; furthermore, the second draft will further deplete the supply of skilled printing-trades' mechanics, which even before the war was inadequate.

"We also wish to call to your attention the fact that in the majority of cases it is our best men who have signed up with Uncle Sam, and it is not possible to fill their positions with substitutes that are as efficient. Quite naturally, the net result of the labor of these new men is not as satisfactory to either you or ourselves.

"Another serious question today is that of errand boys, who are not only getting outlandish wages, but are very independent and unreliable. This condition has made it necessary in some cases for us to send three boys to secure the return of a single proof. We are trying every known expedient, even to hiring girls for this purpose. As a suggestion to relieve this situation, if you can anticipate your wants or combine your errands so that our messengers will make only the minimum of trips, or if, in urgent cases, you can have some one from your office call for and deliver proofs, you will find that it will greatly reduce inconveniences. We may not have a messenger at the particular time you call, and if you will look about your office you may find that you can spare some one very conveniently for the purpose.

"We have hesitated to present the above facts to our customers for fear that they may gain the impression that we can not take care of their wants, but this is not exactly true. We are in a position to take care of your requirements in every way; we only ask that you be considerate, bearing present conditions in mind.

"Permit us to impress upon you that we are not taking this as a means to apologize for our service, as it is our intention to maintain the usual standard and improve on it where possible. The facts as presented above exist to a greater or less extent in every printing-shop throughout the country, and are likely to get worse before they improve; therefore, we feel it is our duty to urge upon you the necessity of being mindful of this in your demands on us for the unusual. Skilled labor in this business can not be trained in a week or a month, and, therefore, the labor question with us is not a little one.

"The reputation this company has built for service will always be maintained. We still strive to accomplish the impossible for you when it is necessary, but on every other occasion we hope that you will be considerate of our problems."

The impression made by this letter was good, as investigation has demonstrated. Many customers who had been more or less irritated by the little delays

and mistakes which had crept into the work, and who had not taken the conditions into account, felt, after this straightforward rendition of the situation, that they ought to have congratulated themselves upon having as good service as that actually delivered. Thus the kicks which would have been made were eliminated altogether, and good feeling made to take the place of ill feeling. If a frank letter of this kind can accomplish definite results along these lines, isn't it worth while taking customers into your confidence?

Of course, this is assuming that the customer is more than a casual buyer of printing. A letter of this kind would hardly be written to the man who places an occasional order for letter-heads, or whose account seldom runs over a few dollars a month. It is directed rather to the big buyer, who has a catalogue, house-organ, bulletin, publication, or some other fairly regular work, and who is spending hundreds or thousands of dollars for printing, most of it going to the concern which sent out the letter of explanation. To such a buyer the explanation is enlightening and satisfactory, in so far as eliminating the necessity for a complaint is concerned. The facts furnish ample data by means of which to set at rest any complaints which might have been forthcoming and doubtless would have developed under ordinary conditions.

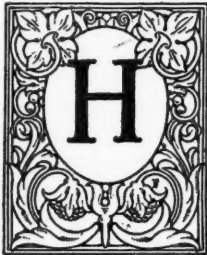
The matter of errand boys, referred to in the letter quoted above, is probably one of the most important, from the standpoint of the good-will of the customer, of any that could have been touched on. "I want what I want when I want it," was the pronouncement of a certain popular song a few years ago, and this is usually the attitude of the printer's customer. If he has copy, he expects that it shall be sent for without delay; if he has asked for proofs at a certain time, he is not inclined to accept excuses when they are not forthcoming; if corrected proofs are waiting for delivery to the printer, he is agitated if they are not sent for immediately.

The fact that boys of the age usually employed for this purpose were making men's wages in munition plants and other industries where the labor shortage has been acute has made it extremely difficult to get enough boys, and boys of the right kind have always been difficult to obtain; hence the suggestion that the customer help by using his own employees to carry copy and proofs back and forth was timely and sensible, and had the effect, in the case noted, of relieving the pressure on the "boy department."

The whole proposition at present is one demanding patience on the part of everybody concerned. Operating conditions in every kind of plant are difficult, and forbearance and coöperation are in order. A plain statement of facts, with a request that the customer meet the printer half way, seems to be the best remedy, if not for the printer's troubles, at least for any ill effects from them.

THE REVERSE TWIST

By MICHAEL GROSS



HOW did you find business last week?" asked Cortley, as Strang walked into the salesroom bright and early Monday morning.

"I didn't find it at all," was Strang's laconic reply. "That's why I have decided not to *sell* any more printing — for a little while, at least."

"You haven't discovered a substitute for work, have you?" came Cortley's anxious question.

"I'm sorry to say I haven't," Strang smiled. "What I mean is that I am done with trying to *sell* anything to my customers at this time of the year. For the next few weeks I am going to give the game the reverse twist and *let them buy*."

"Could anything be lovelier?" exclaimed Cortley, in a tone of levity. "Why, that solves the whole problem of salesmanship. If you can't *sell* a man, let him *buy*. How simple!"

"You bet it is simple," agreed Strang, "and I've been simple, too, for not seeing the truth of the matter weeks ago. I am going to play my cards face up on the table in working this plan so that you boys can all see how the wheels go 'round — if they do."

Strang walked to his desk, opened a file box, and selected from it six cards. "Here are half a dozen customers of mine," he said, holding the slips out fan-shape, "each of whom has solemnly assured me, within the past week, that there was nothing in the way of printing that I could *sell* them. The trick now is to make them *buy*. If I can succeed in doing that, these men will not have to go back on their given word, and I will get orders just the same as usual.

"The first customer in this group," Strang continued, after a glance at the top card, "is the Telling-McDuff Tea Company, so I will start with them and see what we have that they can be made to buy. A moment's thought recalls to my mind the set of 'Tea Mailing Folders' we have just finished for the Far East Tea Company; also the series of folders we made a month ago for the Loring Company, who, too, are in the tea business."

Strang rang for a boy, and when the messenger appeared, sent him to the sample-room for specimens of each of the jobs he had mentioned. Then he picked up the telephone instrument, spoke a number into the mouthpiece, and a moment later asked to be allowed to speak to Mr. McDuff.

"Hello, Mr. McDuff," Strang said heartily, as the person he had asked for evidently came on the wire.

"This is Strang talking." A moment's pause, then, "Yes, I know you told me, the last time I called, that there was nothing I could sell you in the way of printing, so I am not going to try. But I've got to make a call in your building in about half an hour and, if you can spare a few minutes, I want to step in and show you some stuff that has just come off our presses. You may not be in the market for anything in my line, but I know darn well you are always interested in seeing a good piece of printing. I want your opinion on this stuff in particular, because it has been made up for fellows in a business similar to yours."

Mr. McDuff's answer was evidently satisfactory, for Strang, after listening a moment, said: "Yes, fifteen minutes will be plenty. I will be there at eleven sharp, together with my little bundle."

The star salesman hung up the receiver and then faced the boys. "So far, so good," he said. "Now to repeat the operation on the remaining five discouragers of rising young genius."

The second card bore the name of the Klene-All Soap Company, and again the boy was dispatched to the sample room, this time for specimens of all the "soap" printing he could find. While he was gone Strang called up the advertising manager of the Klene-All Company. The result of the conversation, after an almost identical "spiel" to that handed Mr. McDuff, was an appointment to step in and show the samples at eleven-thirty that morning.

The same procedure was then gone through for the other four concerns and in half an hour Strang had made engagements, the keeping of which would occupy him until four o'clock that afternoon.

"Well, this is as far as I can let you boys peep," Strang said, as, after making his final appointment, he hung up the receiver. "It is impossible to take you along with me, but if you will all be here at five this evening I will be glad to give you an 'earful' of everything that happened."

At half past four Strang returned to the office, to find the boys already gathered there and anxious to hear the story of the day's travels.

"How did you make out?" came the chorus of inquiries, at sight of the star salesman.

"The scheme succeeded beyond my wildest expectations," Strang answered enthusiastically. "Making each customer do his own buying is going to be even easier than I originally anticipated. Listen to how the thing worked out and see if you don't agree with me.

"You all saw the method I used to secure my appointments this morning. You may, perhaps, also

have noticed that I took pains to immediately assure each one of my customers, as soon as he picked up his receiver, that I knew I could not sell him anything in printing. I thus avoided the antagonism a buyer would naturally show on being solicited by a salesman directly after telling him that he needed nothing in the way of printed matter. This accomplished, I struck the note of flattery, told each man that I knew he was a good judge of printing and appreciated an artistic piece of work, and that my call was merely to get his expert opinion on some stuff we had done for another concern in his line.

"Note the two points I endeavored to link together here, for to have used either one alone might have led to a quick refusal. To tell a man, in cold blood, so to speak, that he is a fine judge of printing may sound a little 'raw.' To say that you want to show him specimens of work you have made for one of his competitors is also bad, for it gives the impression that you are trying to force him into a similar order. Use either one of these approaches by itself and the fact that you want something out of your man—that there is an ulterior motive in your telephoning him—seems to stick out of your conversation like a house on fire. But when you combine both statements, the words seem to fall more gracefully on the ear of a non-sellable buyer.

"I took the same pains to avoid giving the impression that I was after an order even when I got into my man's office. As you remember, I went out with six separate packages under my arm this morning, each containing samples of printing in one line of business. Each customer I called on saw only the contents of the particular package which held specimens in his own line—and his natural thought was that I had made my trip solely on his account.

"As soon as greetings were over, I laid my samples on each customer's desk and let him play with them for awhile. Not a syllable of sales talk did I let fall. Nor did I say a word unless I was asked a direct question. I just let my man sell himself—if he wanted to.

"Mr. McDuff, the first man I saw, looked over my tea samples and then asked several questions regarding the novelty folder we had made for the Far East people. Wanted to know what the cost of it had been, how it had been mailed out, and a lot of other information which showed me he was interested. But I made no attempt to 'cash in' on this interest. Finally he took the sample into another office—his partner's, I presume—and in a few moments came back to ask if I could leave the folder with him. I did, of course, and, whether he orders or not, I have a good excuse to keep after Mr. McDuff for the next week or two, something I could not have done before without the fear of giving offense.

"At the Klene-All Company, my second call, things broke a little more quickly and a great deal better.

Mr. Garvis, the advertising manager, looked over the samples I placed on his desk and, at the start, appeared but slightly interested. Suddenly he caught sight of that 'lubricating card' we made for the National Soap people—you know, the one showing the different oils and greases to be used on each make of car. Immediately his eyes brightened up, and right then and there I knew that I *had* Mr. Garvis, for the design he was looking at was a stock proposition and I could sell him at once—if he wanted to buy. But I said never a word.

"Finally Garvis picked up the card and drew my attention to it. 'If I was in the market at all, there is what I would buy,' he said, trying to impress me with the fact that he wasn't anxious about the matter at all. 'I think that card is the best medium of advertising that I have ever seen,' he went on, 'for a concern trying to reach the chauffeur by a direct route.'

"I knew the game could easily be spoiled by greed, so I held back, although I will admit it required some effort. 'The idea isn't bad,' I said, non-committally, and then, as if merely giving a point of information, I continued, 'especially in view of the fact that the design is a copyrighted one and that once we have sold it to a concern in a particular territory, no other house in the same district can buy it from us for love or money. However,' I ended up with a smile, 'that won't worry you if you're not buying.'

"But I could see that my mentioning the fact that only one concern in a given territory was able to buy the design had started Mr. Garvis a-worrying already. He evidently surmised, from my seeming unwillingness to force the stuff on him, that I already had some competitor of his half sold, and therefore was not anxious to make a sale—an impression, by the way, that I had aimed to form in his mind.

"'What is your price for, say, ten thousand of these?' Garvis finally asked, in a tone of voice that he tried to make nonchalant.

"I gave him the price—just gave it to him—without embellishment or elaboration, and then waited for the order to fall. Sure enough, he pressed the buzzer under his desk and asked the girl who answered the call to find out if Mr. Fleming, the president, was in his office. The girl came back in a moment with an affirmative answer and Garvis, after excusing himself, took the card and went out. In ten minutes he returned.

"'The last time you were here, if you remember,' he began (and, oh boy, I knew exactly what was coming) 'I told you we were not in the market for any printed matter. The condition still exists, but we would like to get the exclusive right in this territory for the distribution of these "lubrication cards." For that reason we will place an order now for ten thousand of them, giving you a delivery date, however, two months from today. Will that be satisfactory?'

"Say, did you ever ask a starving man whether a nice, juicy tenderloin steak, smothered with onions and with the gravy running all the way back to the kitchen was satisfactory? Well, that was about what Garvis' question amounted to. But I hemmed and I hawed and finally condescended to take the order. Then I left for my third appointment.

"The victim of call number three was the Nottingham Chemical Company, and it was here that I made an instantaneous hit with our 'trouble-detector' card. If you remember, that's the one we got up for the Wonder Medical Corporation, as an aid in enabling them to discover whether their customers were satisfied with the substitutes they were using in some of their preparations. It seems that the Nottingham people were up against the same state of affairs and, for the past few months, had been looking for a form similar to the one I showed them. Do you think it was necessary for me to sell the Nottingham Company five thousand of these cards? No. *They bought them.*

"My fifth call did not net me an order, but I received instructions to make up a sketch along the lines of one of my samples, and the chances are that the sale will go over. Even if it doesn't, I have a good opportunity to keep in touch with my man, a chance I would not have possessed had I been satisfied to take his 'You can't sell me anything now' for granted.

"The last appointment was the only one out of which I did not get even a bite. That sixth fellow really wasn't buying. Nor could I sell him. He had more printed matter on hand than we have in our pressroom, and he went to the trouble of taking me down into his cellar and showing the stuff to me.

"But that lone turn-down did not discourage me one bit. Out of a total of six calls I had landed two orders, received instructions to make up one sketch for approval, and nailed one promise of a future order. Surely a good enough record, you must all admit, for one day's work, especially among customers who had assured me that there was nothing I could sell them in the way of printing. But a glance around," Strang ended up, "convinces me that it will be necessary to do even better tomorrow."

"Why?" came the query from three or four of the group.

"Because," Strang answered with a smile, "starting early tomorrow morning I will be up against a lot of competition from you boys. You're going out to make those customers who have been saying there was nothing you could sell them in printing *buy orders*, and it will therefore be up to me to beat the pace I set today. It won't do, you know, to let any of you fellows pile up a bigger total of sales than does the man who put you 'next' to the scheme."

HOW FAR IS A PROOFREADER RESPONSIBLE?

By MAE FAIRFIELD



HERE seems to be a wide difference of opinion as to just how far a proofreader is responsible. Should he always "follow copy," or, if the copy is incorrect and he notices inaccuracies here and there, what effort should he make to correct them? Is he to be free from blame if he does follow incorrect copy, or must he, as well as his firm, shoulder a share of the responsibility for an error?

A prominent publisher, not long since, asked what I thought about a proofreader's being responsible where a line from reprint copy, printed in flaming color from large type, read "Get ready for the spring drive," on work done in July. The job was spoiled, of course, because the line should have read "fall" instead of "spring." The wrathful publisher thought the proofreader was entirely to blame and discharged her.

This mistake might have happened through the stress of overwork, or it might have happened from a number of other causes, but the proofreader must have

been reading mechanically or she would have detected the error. An alert reader would at least have queried the word "spring," if the proof was to be submitted to the customer, which act would put the blame on the customer if he failed to change it on the proof. In the event the proof was not sent out, then, had the query been on the margin of the proof, it would have been incumbent on the foreman to take it up with some one in authority who had power to make the alteration. The reader, in this instance, was careless in that she blindly followed the copy. But, technically, of course, the author was to blame, though no wise printer would risk losing future orders by contending over it.

One mistake in my own experience was a very simple one. It was on some lithographed diplomas, the script lettering of which was hard to read, and I let it go through "Notre Name" College, instead of "Notre Dame." It rankles with me yet, though it happened a number of years ago, to think that the error cost me \$12.

Had I the light of later experience I would have quit rather than paid for that stock, because the error

did not result from carelessness but rather from over-work, and I shall always feel the injustice of the charge.

Where a proofreader is habitually careless he should be discharged, but where he does the very best he can the firm which employs him should take the responsibility for his mistakes, the same as it must do for mistakes in estimating, or any other "overhead" error. A proofreader's mistakes are not usually intentional, any more than those of other people.

The other day, in one of our large city offices, four serious errors in one job got as far as the pressroom, where they were detected and attention was called to them. The proprietor at once tried to place the blame, as it would have been a serious thing had the errors not been discovered. The proofreader contended that the job had never been through the proofroom, when the proprietor sneeringly remarked that *four* errors in one job was proof positive that it had been there.

The fact is, the proofreader, as well as the copy-holder, should have had an identification mark, and in the absence of either of these marks the compositor would have been to blame for not sending the job into the proofroom, and in that event the proprietor should have apologized. This remark left a sting which any self-respecting proofreader might resent.

More errors in the proofroom result from fear than from lack of knowledge on the part of the proofreader. When the element of fear takes possession of the reader he may as well go home for the day. A cool, calm, undisturbed mental attitude is necessary to good proofreading, and the foreman who storms and scolds and interrupts continually deserves just what he gets, poor proofreading.

In most up-to-date city offices information is at hand to verify discrepancies in copy. If not, then the information desk of any of our large newspapers or public libraries is available, and the careful proofreader will not "pass" what he thinks is wrong. Even when busy he will make a note of the query and, if necessary, take time outside of the regular office hours for verification.

The habit of criticizing an author's copy in that way is a good one; taking nothing for granted that he does not *know* will result in the proofreader's gaining a fund of useful information on a variety of subjects, and will train both his mind and his eye to look for mistakes.

Should a proofreader notice mistakes in grammar it is always his duty to correct them. Often copy is hastily, sometimes carelessly, prepared — sometimes, too, the writer is not posted on the rules of grammar — and the proofreader should be of helpful service in this respect, and it should be with a sense of satisfaction that the author finds that some critical eye has gone over his proof-sheets, trying conscientiously to have the text printed free from error.

But, on the other hand, a proofreader must never let his critical, sometimes faultfinding, mind try to distort or change from a customer's copy when certain language is used for force. Often a slang phrase — a colloquialism or a provincialism — is used by a writer for its advertising effect, and, in this event, it must not be interfered with. In fact, it is with rare good judgment and a careful pencil that a proofreader should change from what seems to be carefully prepared copy. He must look the sentence in the face, on all sides, and from every point of view, before he ruthlessly destroys the effect of a carefully prepared sales talk.

But when the day's work is ended — when a proofreader has done what he conscientiously believes to be right; when he knows he has neither been careless nor inattentive, and when he has done his best to make his work correct — the proofreader should not worry but should let the result rest.

If, perchance, some little inaccuracy goes through, he should not allow himself to become worked up over it, but should realize the truth that we all make mistakes and that so long as we are human we shall continue to make mistakes. Our duty as proofreaders consists simply in keeping mistakes at a minimum.

The firm, then, if it hires and keeps an inefficient proofreader, is responsible for his mistakes, and should tactfully call attention to them, instead of bullying or blustering, which only instils fear and makes him more liable to err. Sometimes judicious praise, carefully administered, will help him — for appreciation is necessary to good work. If, after repeated "callings," he fails to improve, the redress is always with the firm — he can be dismissed.

Some one has said, "When a lawyer makes mistakes he can appeal the case; when a doctor makes mistakes he buries them;" but when a proofreader makes mistakes he usually gets fired.

NEVER shirk from doing anything your business calls you to do. The man who is above his business may one day find his business above him.—*Drew.*

THE COUNTRY EDITOR—YESTERDAY AND TODAY

By MARGUERITE MARION JACKSON



THE country editor was a more picturesque character years ago, before business efficiency wormed its way into every profession and trade. Any one who could "stick" type, run an old-fashioned Washington hand or army press, and lock a form so the type wouldn't fall out, was eligible for the position of country editor.

The old-fashioned country editor, as a rule, was possessed of very little editorial ability; sometimes he was a good printer and more often not so good. He used either too much punctuation in his paragraphs, or none at all, and he was regarded as a joke by the majority of his townspeople.

The fact that he was often compelled to take vegetables, butter and eggs in place of money for advertising and subscriptions was no myth, and today, with the high cost of living, he might have built up a well-paying commission business.

Another supposition is that the old-fashioned country editor had an unquenchable appetite for that fluid which nowadays is sometimes called gasoline; and this was always the conclusion jumped at when the paper didn't appear on time.

The country editor of yesterday was his own advertising and circulation man, as well as compositor, reporter and job-printer. His only assistants were his wife and the printer's devil. If the former didn't like the business and religiously kept away from the office, and if the latter put in most of his time dreaming about the future, the editor was out of luck.

The popular method followed by the old-fashioned country editor in "writing up" the news that was to go into his paper was to dash off a few unintelligible lines on the back of an old envelope, or else "set" it up out of his head, at the cases. He was very careful to say nothing that would offend any one, because he knew he would hear from his wife if a subscription was stopped.

The country editor was a man with decided opinions, but he was wise not to express them too emphatically for fear of offending some of his advertisers. The only time he ever really "cut loose" was when there was some political issue at the capital at stake. He kept out of local politics and was content to confine himself to the birth of new citizens, the town idiot, the country doctor, the minister, the justice of the peace and those who died. These latter, in his publication, never died. They always "passed away."

Once in a while, in the old days, the country editor would undertake to express his own opinion or tell the truth, with the result that he was ridden out of town on a rail. Perhaps he was never heard of again until, years later, he loomed up as an editor-politician in the metropolis. Under such circumstances it took a great deal of persuasion for him to condescend to return to the town of his first endeavors for the purpose of delivering an address.

Fifty years ago the country editor who had ability didn't remain a country editor long, because he either grew discontented with his lot and took up some other line, or went to the city, where he got real returns for his honest efforts.

In those days you didn't look for a new, well-kept building when you hunted for the newspaper office. "The print-shop" it was called, and it was always found to be the most rickety building in town. The light was poor, and in summer the rays of the sun beat unmercifully through the windows, while in winter the wind howled and sifted snow through the cracks.

Once in a while, even now, you find a country editor of this type. He is usually tall and spare, with spectacles upon his nose. He has that stoop which is acquired only through years of leaning over the "cases" — and his very expression is one of self-pity. But his species is getting so rare that he will soon be relegated to a place with the other exhibits in the museum of curiosities.

In these days of cylinder presses, linotypes, card indexes and typewriters, the country editor of fifty years ago would be unable to recognize his successor in the clean-cut, debonair, alert young man who greets the chance caller at the newspaper office.

He may be wearing a college frat pin, and if the town is large enough, a bag of golf-sticks in the corner of his glassed-in office may betray the fact that he is a member of the country club. He follows every line of sport that throws him among people, and is a charter member of the tennis and ukulele clubs.

Notwithstanding, he attends to business in business hours. If his special line is writing, he employs some one he knows is competent to look after the business end of his newspaper. This may be his partner. If he is keener along the business side, and is aware of the fact that he can not write, he has sense enough to employ some one who can. This some one may be only a high school boy; and it may be the young lady who has aspirations to work on the big daily. She may get anywhere from \$6 to \$15 a week, especially if the paper is a semiweekly or triweekly.

Nowadays, in some of the larger country towns, the country editor may not even know the printing end of the game. He knows the business and editorial work thoroughly, so he employs a man as foreman of the shop who knows his business. Consequently it isn't absolutely necessary for the editor himself to be a practical printer.

However, there are yet some country editors who on the afternoon before press day can come in from a morning of collecting or soliciting and go out to the cases and set up an advertisement or run off some jobwork. If he is a practical printer he may come in at the noon hour, and instead of writing his story on the typewriter he will throw a couple of "pigs" into the melting-pot and "set up" his story on the machine while the regular operator is at lunch.

He doesn't keep up this pace throughout his career, as he is, through the force of circumstances, bound to buy a larger publication or enlarge his own paper; which means he will have neither the time nor inclination to bother with details. Then he will devote all his time to writing, and get another man for the shop.

The country editor of today occupies a more important place in his community than his predecessor. The business men are keen to see the advantages of publicity, and his name is always to be found on the board of directors of the Chamber of Commerce and Commercial Club. He is an ex-officio member of the City Council, Board of Education, the Library Board, the City Planning Committee and the Playground Commission (even the smallest towns now have their municipal playgrounds).

If there is to be a Fourth of July or Home Week celebration, the country editor is always on the committee of arrangements, and if some of the citizens desire a lyceum bureau, it is up to the country editor to write for literature.

The country editor today is recruited from five different sources:

1. The country town in which he grew up. He is usually the son of the editor, and he graduates to the city paper, later returning when he sees the business

possibilities of the country. Usually he marries a girl from the home town.

2. The city boy who, in the hunt for a profession or trade, drifts into the advertising and circulation department of a big daily paper. He stays long enough to become thoroughly identified with the newspaper game, and then buys a country newspaper.

3. The salesman from the wholesale paper house which has to take over a paper on account of an unpaid bill, running the paper temporarily until the company finds a buyer. The preference is given a man who wants his own paper, or who has an idea he would like to work for himself.

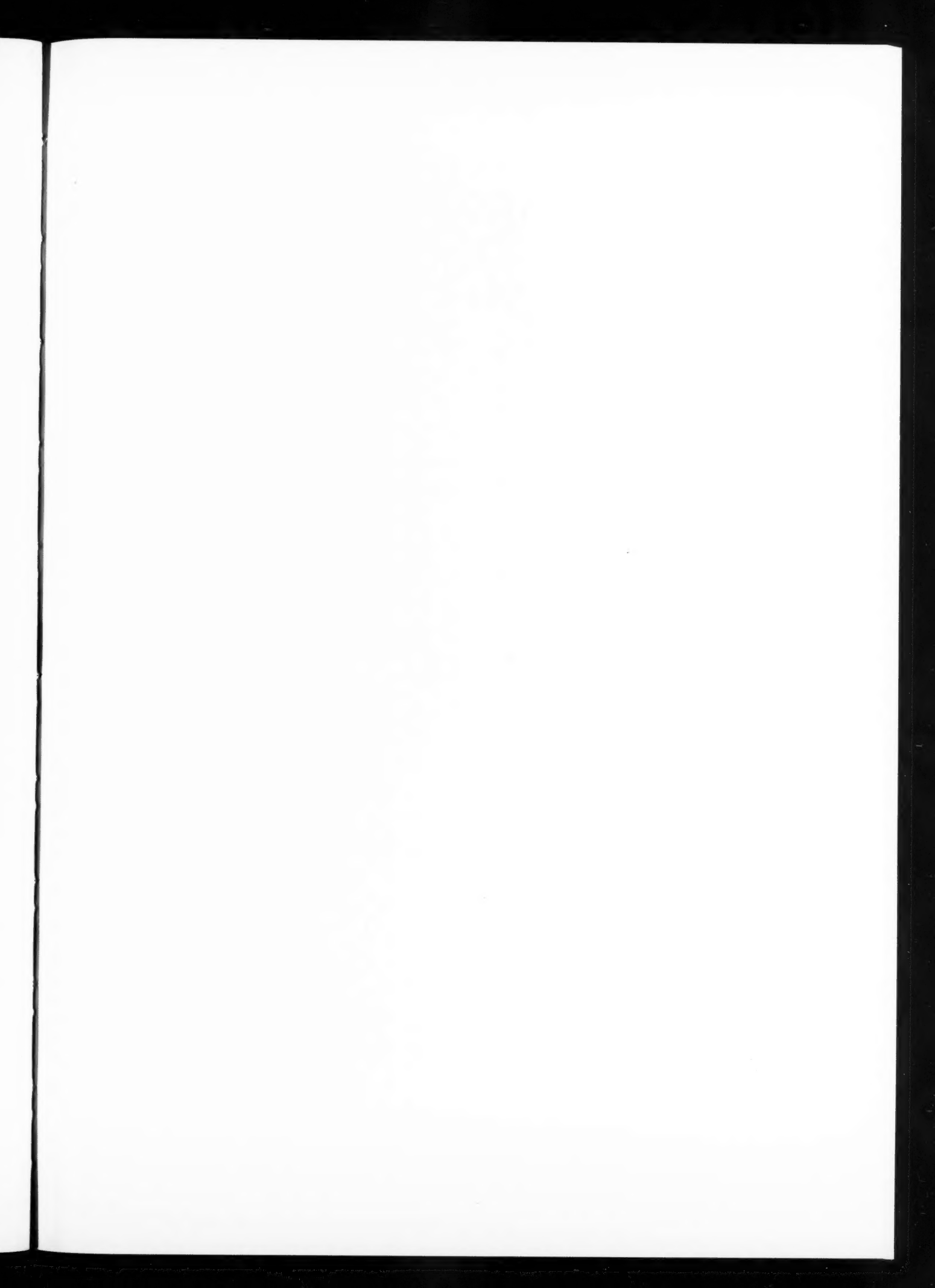
4. The city job-printer who feels that his trade is becoming overcrowded and who decides there is a better field in the country town.

5. The college boy who intends to make journalism his profession because he likes to write. He realizes he will be more independent and will get more experience in the country. He is of the type which usually owns a well-paying daily at forty, unless he has outgrown the country town and become a department head, or magazine writer.

Of course these divisions may have some exceptions, and I have in mind at the present time a country editor who worked up to a city publication and was a reporter in the city for five years. He went to the city with the idea of learning as much as he could about the newspaper game so that he could intelligently manage and edit the newspaper that his father and grandfather ran before him. He himself is progressive, and is now editing the family publication, which is one of the best country newspapers in the State. His diversion is magazine writing, but he places his newspaper ahead of everything else and has refused offers to return to the city.

The country editor of today is progressive, and, contrary to his predecessor, he takes an active part in politics and public affairs. Last but not least, he looks upon his newspaper as a good investment, and is more content than he would be working for some one else on a larger paper.

WHAT we do upon some great occasion will probably depend on what we already are; and what we are will be the result of previous years of self-discipline.—*H. P. Liddon.*





Justice and Right Remain Triumphant Over Might.

A splendid specimen of patriotic printing in four colors. The engravings from which this subject was printed were produced by the Photo-Chromotype Company, Philadelphia, and are used here by courtesy of the Hudson Printing Company, Boston, by which company they were used for a calendar with the addition of a tint background and a gold border, making a very effective and artistic specimen of printing. Process inks by Charles Helmuth, Incorporated. Printed by The Henry O. Shepard Company.



THE INLAND PRINTER is constantly in receipt of inquiries for information of various kinds, and it has been our custom to answer these inquiries by return mail so far as possible, though the work has grown to such proportions that it is frequently difficult for us to keep up with it. In very few instances have these requests been accompanied by the return postage, which fact has placed us under a rather heavy burden in rendering service that is worth considerable to those receiving it. It is our intention to continue this service so far as it is in our power to do so, but in the future, in order to secure replies by mail, requests for information must be accompanied by self-addressed stamped envelope.

IN our last issue there appeared a short editorial regarding the efforts of some dealers in stocks and securities of a speculative nature to persuade holders of Liberty Bonds to exchange them and put them in investments of doubtful merit. During the past month our attention has been called to the efforts of the Federal Trade Commission to stamp out this practice. The commission has been investigating all cases that have been brought to its attention, and our readers are urged to give their assistance by reporting any persons or companies offering stocks and securities of a doubtful nature. Secure the names and addresses of such persons or companies, and, where possible, copies of their literature, and mail them promptly to the Federal Trade Commission, Washington, D. C.

ONCE again our Government comes to us and offers us the opportunity to secure a good, safe and sound investment — to place our money where it will come back to us with interest. In the Victory Liberty Loan, which will be launched during the coming month, the people of the country will again be asked to lend their money to the Government, receiving in return therefor notes running not over five years, and probably bearing a rate of interest that will prove more attractive than on the previous loans. The war has been brought to a successful conclusion, and now we must meet the debts that it was necessary to incur. These debts should be met cheerfully, and also promptly. With the same spirit of enthusiasm that was exhibited during the previous Liberty Loan campaigns the Victory Loan will go over the top in the customary American style, and the question as to the meeting of the debts will be answered. As a nation we have accomplished the seemingly impossible during the past two

years. We should all put our shoulders to the wheel and give the final push that will settle for all time the problem of wiping out the expenses that were necessary to accomplish the downfall of autocracy. When the call comes be ready to answer in the true American spirit.

Double Shift or More Equipment?

This question is asked by hundreds of printers every year, and seems no nearer settlement than it was a score of years ago. It has again been brought to the front by a New York correspondent, who writes to the editor of our Cost and Method department, requesting that we give our readers an opportunity to air their opinions on the subject. His letter follows:

*Editor, Cost and Method Department,
The Inland Printer:*

March 1, 1919.

Given a plant with equipment worth close to \$50,000 and doing an annual business of \$150,000, and confronted with the problem of handling an additional \$50,000 a year, business of a publication nature which does not require the finest character of work, is it sound financing or good business to add an additional \$20,000 worth of equipment to handle this business in the daytime, or put on a night-shift so that it may be handled without any substantial increase in the investment, while the overhead on the total business will be correspondingly decreased?

The opinions of your readers on this subject are invited.

We invite our readers to send us their candid opinions on this subject, setting forth the course they would recommend, together with the benefits to be derived from it, as well as their reasons for making their choice of the course they recommend. The editor of our Cost and Method department will collate the opinions received and the reasons set forth, and present them in a future issue, with his own opinion and reasons therefor.

Some Good Advice for the Newspaper Publisher.

"When prices begin to decline, stick to your advertising and circulation rates, but increase the quality of your publication so that you will continue to give the public its money's worth," is the advice recently given the newspaper men of Oklahoma by J. Roy Williams, publisher of the *McAlester News-Capital*.

After stating that the press in reconstruction has before it such opportunities as it has never enjoyed before, and there is little doubt but that it will measure up to them, Mr. Williams stated that "the duty of the press may be separated into two divisions: that which it owes to itself, and that which it owes to the public. In order to properly

meet its obligations to the public it must first discharge its duty to itself, in order that it may be a vigilant, self-respecting and self-reliant agent for righteousness that need fear no evil. This necessitates placing the press upon a thorough business basis. . . .

The war has tended to raise the standards, and it is to be hoped that the publisher will have the courage and foresight to maintain them.

"Instead of lowering your prices when conditions again reach normal," continued Mr. Williams, "raise the quality of your product. . . . Any weekly newspaper worthy of the name is worth two dollars a year, and there is no newspaper with a circulation so small but that its space is worth fifteen cents an inch, minimum."

This is advice to which every publisher of a country weekly or a small-town daily paper should give careful consideration. It has been emphasized on too many occasions that the smaller newspapers have not been conducted along sound business lines, and that the publishers have not received recompense in proportion to the efforts they put forth, nor in proportion to their value to the community. That the local paper has its place in every community is a foregone conclusion. It has been demonstrated time and time again that the local paper is a necessity and that no town or city can make progress without it. Why, then, should not the publisher demand and receive a proper return for the efforts he puts forth in behalf of his locality?

It surely is to be hoped that the publishers will have the courage and foresight to maintain the higher standards that have been attained during the past year or two, retaining the rates that have been established and continuing to improve the quality of their product.

Some Absurdities of the Postal Laws.

The editor of *The Writer* sets forth in a recent issue what he terms "another example of the absurdities of the postal laws." We quote from his editorial as follows:

The postage rate on printed matter is 1 cent for each two ounces or fraction. "Miscellaneous printed matter" in a package weighing more than four pounds goes at the parcel-post rate — in the first two zones, 5 cents for the first pound and 1 cent for each additional pound. Under these rules the postage on a package of printed matter weighing three pounds fifteen ounces, sent one hundred and fifty miles, is 34 cents. *If two ounces of printed matter are added*, the package can be sent at the parcel-post rate, and the postage is reduced to 10 cents. Only a very unthrifty person would hesitate to add two ounces of printed matter to such a package, in order to save 24 cents postage.

If periodicals are included in the parcel-post package, however, they must not be complete, for there is a special postage rate on complete periodicals of 1 cent for four ounces — 16 cents for four pounds. To get the advantage of the parcel-post rate on a package of "miscellaneous printed matter" weighing more than four pounds, something must be cut from each periodical included. To get the advantage of the 1-cent-for-four-ounces rate on periodicals sent in small packages, each periodical must be complete. Otherwise, the matter goes at the printed matter rate of 1 cent for two ounces. It is hard to see what difference it makes in the cost to the Government in handling whether the periodicals are complete or not.

Again, if a publisher sends a package of numbers of his publication to be delivered by carrier within the limits of his postal district, if each number of the periodical weighs no more than two ounces he must pay 1 cent postage on each copy; or, if each number weighs more than two ounces, 2 cents postage on each copy. When complete periodicals are sent by others than the publisher, however, the postage rate is 1 cent for each four ounces or fraction. For mailing a package of twelve *Writers*, weighing eighteen ounces, for local delivery by carrier, therefore, *the publisher* must pay 12 cents postage. Anybody else can mail the same package to be delivered in the same way for 5 cents. If each number of a periodical weighs two ounces, the publisher must pay 2 cents postage on each copy for local delivery by carrier, while anybody else can mail a copy to be delivered in the same way for 1 cent. What sense is there in that?

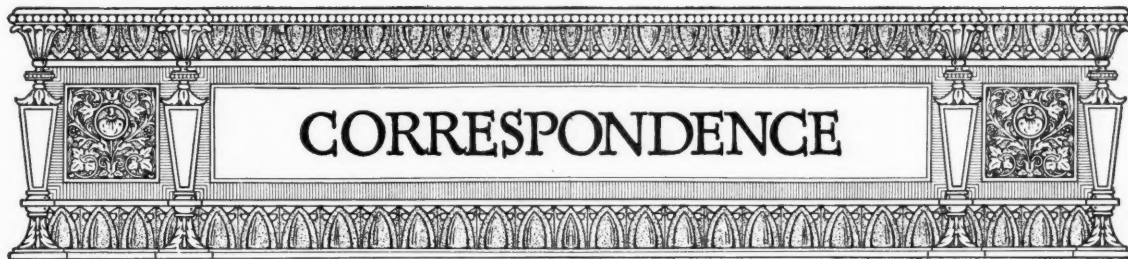
Another absurdity to be added to the list is a ruling sent out not long ago which rises out of the zoning system on second-class postage. This system makes it necessary for the publisher to pay one rate for the pages containing reading-matter, and another rate for the advertising pages, the latter rate increasing according to the zones. The ruling referred to states that "where a device or contrivance is advertised in a publication, any matter appearing in the reading columns with reference thereto is regarded as advertising, regardless of whether or not it is new."

This means that whenever a description of a new device — which is purely news-matter and information of general interest — appears in the reading columns of a journal and the name of the manufacturer is given, the advertising rate of postage must be paid for the page or portion of a page on which the item appears if the same manufacturer has an advertisement in the same issue. If there is no advertisement used by the manufacturer, the item containing the description goes at the reading-matter rate.

This ruling has also led to the classification of all news items in which the name of an advertiser appears as advertising and subject to the advertising rates of postage, whether or not the item bears any reference to the devices manufactured and advertised. It has also been applied to book reviews where the name of the publisher is given.

Of course, the ruling has its redeeming features, for it is also stated that "matter concerning a device or contrivance should, in order not to be brought within the term 'advertising' within the meaning of the law, be confined to a mere description of it and its important features, and should not be so written as to constitute a 'puff' or commendation. In other words, the matter should be free from all promotive or advertising purposes." Nevertheless, even with this section included the ruling is rather discriminating, and it is practically out of the question to know where to draw the line.

It seems that the only thing publishers can do is to suffer in silence until some wise mind can be found to free the postal regulations and requirements from some of these absurdities and inconsistencies. In the meantime, we can not forget that the zone system of second-class postage is still in existence, though it is to be hoped that the not far distant future will see the press of the country relieved from this perpetual nightmare.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

"The Inland Printer" Appreciated by the Boys in France.

To the Editor:

CHAUMONT, HAUTE MARNE.

The printers of the Adjutant General's printing department, General Headquarters, American Expeditionary Forces, France, are desirous of expressing appreciation of the helpful pages of THE INLAND PRINTER. Through it we are kept posted on what is being done in the craft over there, for our work here is of an entirely different nature, namely, general orders, bulletins, booklets, blanks, etc. Also it is a great help to the "join the army and learn a trade" class.

A. G. PRINTERS,

By Corporal Jerome Kalous.

The Color Question.

To the Editor:

CINCINNATI, OHIO.

When a man is caught in the act of contrasting colors he is sure to be successful, it matters not what two colors he places together. But to be serious, why should any *one* color be called a *contrasting* color to some other color, when the fact is that a *contrast* exists between any *one* color and *every other* color, when they are seen together, without regard to hue, tone or shade? It is simply a question of degree. The contrast may be *very slight*, *slight*, *medium*, *strong* or *violent*. And yet, Mr. E. C. Andrews persists in calling certain colors *contrasting* colors. Heretofore, I have understood the writer to mean *complementary* colors, but now he includes some other colors — for in speaking of *red*, he says: "Both blue and green are *contrasting* colors." This seems to be a sort of a ribbon counter designation and should have no place in *scientific* color instruction, because it has no definite meaning, and therefore only serves to muddy the stream of color knowledge.

Writers upon color have at different times tried to establish some scientific system based upon "*precise data*," with tables and what-not formed of mathematically *exact* calculations and measurements, illustrated with original diagrams galore, all for the purpose of *simplifying* the work of the printer in his efforts to obtain color harmony. The printer who uses colors, as well as the artist, does not *need* to know, and does not *want* to know, *all* the scientific facts concerning color, but only those facts which have a direct bearing upon the esthetic and physical use of colors. They don't want to be handicapped by being obliged to wade through a mass of words and scientific terms before they can get some little truth that they want to use. This is a day of freedom from burdensome rules, and men desire to reach their objectives by the short cut and don't want to be obliged to take the long way around — they haven't the time.

To produce a harmonious color arrangement is not a mathematical question at all. No *fixed* rules can be successfully applied. At best, any *rule* must be *flexible* to meet the fact that color itself is a variable thing — appearing different under different conditions of light and surroundings. Har-

mony does not depend upon exact measurements nor the mere combining of certain colors. One man may select three colors and arrange them in a design which will be perfectly harmonious. Another man may take the same three colors and arrange them in a design which will not be harmonious. In the first case the surface distribution of the colors has been made with a proper regard for the brilliance of one, the depth of another, and the lightness of the third, so that the artist gets a harmonious contrast of tones as well as a harmonious contrast of colors.

In the second case the surface distribution of colors was not good, the surface area of one color being ten times what it should be, and of another, one-tenth of what it ought to be, thus destroying the tonal relations of the color scheme, which must be well balanced to make a color arrangement artistic.

A number of colors that do not combine well may be equally distributed in a design with a result that is discordant. The same colors may be arranged in another design so as to produce a fairly harmonious result.

It seems to me that the efforts to establish so many different so-called scientific rules for the production of color harmonies has a tendency to bring about a complicated condition of "*confusion worse confounded*" in the minds of those who really desire to use colors intelligently.

J. F. EARHART.

A SUGGESTION FOR SECURING SOME NEW BUSINESS.

BY JACK EDWARDS.

Many business houses that advertise in newspapers quite extensively use but a solitary form and size of advertisement in all the papers through which they seek to attract attention to their claims. Such firms, when submitting advertisement copy to a newspaper, usually send it in the form of a clipping from another paper, and enclose a letter requesting that the clipping be reproduced exactly — or as nearly as possible with the means at hand — in size and appearance.

A plan that does away with the bother of enclosing a fresh clipping and typewriting a new letter of instruction each time is to have the stereotyped advertisement printed permanently on the letter-head of the company seeking publicity, under a printed paragraph to this effect:

Please insert a duplicate of the following advertisement — confining it to the same size and using, if possible, the same size and face of type — in your issue of — and charge to our account.

The printer who is looking for work of this sort should be able to line up quite a number of good prospects — especially real-estate dealers — by perusing the advertising columns of a number of publications during his leisure moments. And it should not prove very difficult to convince such prospects of the merits of his proposition that they should have such printing done, for it will effect a great saving in time, money and annoyance for the buyer.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

FOR valuable assistance rendered during the war, knighthood has been bestowed upon W. A. Waterlow, of the printing-house of Waterlow Brothers & Layton, of London.

THE British Industries Fair, under the auspices of the Board of Trade, was again held this year at the London Dock, Pennington street, E., from February 24 to March 7. Many well-known printing and stationery trade firms were represented.

It is said on good authority that 11 pence (22 cents) is the lowest price at which Scottish mills can at the present time afford to make ordinary printing and writing papers. They have practically no esparto to work upon, and to keep up their quality they have to use a more valuable material.

THE Glendinning antimony mines in Dumfriesshire are being reopened by a syndicate. They were last worked about thirty years ago, but the conditions of operation are now so much better that it is believed to be profitable to work them again. The news should be interesting to typefounders.

AN agreement has been reached between the interested associations of employers and work-people regarding the standardization of the wages of female press-feeders. Beginning with a wage of 18 shillings (\$4.38) per week at the age of eighteen, a girl receives half-yearly increases until she is twenty-one, after which the rate is to be 40 shillings (\$9.73). An agreement was also made respecting the deductions to be made from the full men's rate in the case of females not doing the whole of a man's work, such as washing up, lifting, etc.

IN connection with the so-called "Decimal System of Paper Weights," a proposition which was treated in the last January issue of THE INLAND PRINTER, it is interesting to note that — instead of basing such a system on the weight of 1,000 square inches of paper in thousandths of a pound — the system of standardized paper-sizes now proposed for adoption in England has as an adjunct the determination of the paper substance (or weight) by grams per square meter. The "substance numbers" range as follows: 30, 40, 50, 60, 70, 80, 90, 100, 120 and 140 — these indicating the weight in grams per square meter.

GERMANY.

THE press in Berlin has had much to endure under the attempts of the Spartacans to usurp to themselves the running of the government. During the rioting in the early part of January the Spartacans were successful in capturing the Wolff Telegraph Bureau, the printing-offices of the houses of Mosse, Ullstein and Büxenstein, and to prevent for a week the publication of the newspapers issued by these concerns. The noted Scherl publishing-house was lucky enough to escape trouble through the assistance of a number of loyal marines. The government concluded, after all attempts at securing a peaceful agreement with the Independent Socialists and the Spartacans had failed, to oppose them with military operations. The fighting which followed was of the severest sort and resulted in the partial destruction of the newspaper buildings. From an account of the fighting we cite that on the afternoon of January 11 the government troops proceeded to retake the Mosse building and the Wolff Bureau. They planted machine-guns in the streets, not only in line with these places, but also the Ullstein office, and that of *Vorwärts*, the noted Socialist journal. The fight lasted till 11 o'clock the next day (Sunday), and was conducted with cannons, rifles, machine-guns, hand-grenades and mine-throwers. The fighting was maintained from the roofs of houses as well as on the streets. The end came when the mines were effective in bursting down the fronts of the beleaguered houses, enabling the troops to enter and subdue

the combatants gathered therein. It is estimated that some three hundred dead and wounded lay under the ruins. The Spartacans had destroyed nearly all the typesetting machines and printing-presses. They attempted to burn up a large amount of provender which they had stored in the editorial rooms, but the victors came in time to put out the fire. The safe of the Büxenstein office was found to have been robbed of its contents, and the Wolff Bureau plundered of valuables.

SWITZERLAND.

THIS year marks the one hundred and fortieth anniversary of the *Neue Zuercher Zeitung*, published at Zurich.

UNDER governmental regulation, inaugurated February 15, a reduction in the size of bills of lading for rail and boat shipments is established. After the above date no more may be printed of the old sizes.

ITALY.

EARLY in February there was a general strike of the typographic trade, because of the refusal of the Rome newspaper publishers to grant the eight-hour day and an increase of salary.

FRANCE.

THE Government has conferred the decoration of Chevalier of the Legion of Honor upon Frank Dilnot, president of the Association of Foreign Press Correspondents in the United States.

INDIA.

It is reported that millions of pounds of tanned skins (many suitable for bookbinding) are going to waste in Indian ports because of the lack of shipping facilities.



Coquemer, the Distinguished Master Printer of Paris.

Some of the excellent examples of patriotic printing produced by M. Coquemer have been reproduced in the columns of THE INLAND PRINTER during the past year or two, and we take pleasure in presenting to our readers the above portrait of this distinguished French printer.

Collectanea Typographica

By HENRY LEWIS BULLEN

Success is only doing well
And with a master touch
The little tasks that others think
Do not amount to much.

* * * *

A Learned Compositor.

WILLIAM W. TURNER was brought from England in 1818 when eight years of age. His parents were poor, and he had received just enough schooling to make him eager for more when he was apprenticed to a printer. As a pressman he learned German from a German roller boy. While yet a compositor, in 1838, he assisted the professor of the Oriental languages in the University of the City of New York in editing and compiling a "Critical Grammar of the Hebrew Language." The eminent author, Professor Nordheimer, has this to say of Turner in the preface:

The author takes pleasure thus publicly to render his acknowledgments to his friend William W. Turner for his constant and essential aid in both the literary and typographical execution of the present work. . . Indeed, without this assistance the work could not have appeared. . . At the same time he may be allowed the gratification of introducing to the literary public this young gentleman, whose great talents and extraordinary zeal for learning have enabled him, while in the daily practice of his profession as a printer, to make uncommon progress in philological pursuits.

Shortly after this introduction to the scholarly world was printed, Turner was appointed librarian of the New York University. Later he was instructor in Hebrew and cognate languages in the Union Theological Seminary in New York, and in 1852 was appointed librarian of the Patent Office in Washington, where his knowledge of languages was of great utility. He translated many scientific works, wrote a grammar and dictionary of the Dakota language, and was a leading authority and most active worker in his chosen field. He died in 1859, a great figure in the learned circles of America, and ever attentive to the typographic excellence of whatever works he edited or caused to be printed.



The Right Hon. John Barber, 1676-1731.

Distinguished typographer, of London; city printer, 1710-1723; alderman, 1724; high sheriff, 1720; Lord Mayor, 1733. The son of a barber, by diligence in printing he achieved all the honors possible to a citizen of London; became wealthy; "a constant benefactor to the poor, he preserved his integrity and discharged the duties of an upright magistrate in the most corrupt of times." Shortly after his death "The Life of Alderman Barber" was published. This was followed by a scurrilous volume, written in 1741 by or for the enemies his vigilance in the public interests had cultivated, entitled, "An Impartial History of the Life, Character, Amours, Travels and Transactions of Mr. John Barber, City printer, councilman, alderman and Lord Mayor of London." The portrait printed here is a reproduction of a portrait in oil in the Guildhall, London.

Prohibition.

We are more or less excited about the prohibition of intoxicating beverages, but the world will go onward with or without them. Prohibit chairs: the Orientals have lived luxuriously without them. Prohibit milk: the Burmese millions have lived for centuries without drinking milk. Prohibit chimneys: chimneys were invented after typography, and the Cæsars, Socrates, Alexander and Cicero got along without them. Prohibit window glass: the first text-book of printing (Moxon, 1683) informs us that the printing-houses in Europe used oiled paper instead of glass to let in the light in adverse weather.

But, observe this carefully: Prohibit "the manufacture, sale, possession or transportation" of Printing, and the

world will go to ruin, physically and mentally. In the third century of the Christian era, the authorities prohibited the circulation of books other than one book and commentaries on it, and immediately the Greco-Roman civilization began to retrograde. In two centuries it was a wreck. The Roman Empire fell. The Dark Ages prevailed for a thousand years. Again in China: certain wise men, led by the great Confucius, thought that all knowledge had been attained. They taught that, for the future, scholarship should consist of reading and memorizing the Chinese classics selected by Confucius and his disciples. That was five centuries before the Christian era. The result was the virtual prohibition of the printing of new books. The other result was that the Chinese intelligence became stereotyped, decadent, and China is only now beginning in our time, mainly through contact with and use of occidental printing, to emerge from her Dark Ages. The Dark Ages of Europe and China were solely the result of the withdrawal of mental sustenance from the people. Again in Western Asia and Northern Africa, where learning flourished after it had become moribund in Europe: certain wise men decreed that the Koran was the all-sufficient book of knowledge. The Mohammedans were saturated with the Koran and other books were prohibited. Civilization fled to lands where the antiprohibitionists of books were gaining strength, and the sand deserts encroached upon and demolished great centers of population; millions of the descendants of people who once lived in grandeur now live in hovels, and nations which once ruled the world are now not averse to having the United States (which has existed only one century to their hundreds of centuries) accept a mandate to govern them, with the aid of a generous army and a benevolent navy, manned by men from a country which enjoys the blessings of the free use of printing. For those who would live the life of men made in the spiritual image and likeness of God the most essential art and industry is Printing.

When It Was Dangerous to Print the Truth.

IN England in the seventeenth century the printers were subject to repressive laws. To print criticisms of the Government or to express opinions not those of the authorities in power was prohibited. Nevertheless, there were printers who took the risk. Sometimes their temerity cost them their ears, sometimes their lives; and it is largely due to these brave printers that Great Britain is now a great democracy—more democratic in fact than the United States. One of the advanced liberals of the seventeenth century was Andrew Marvel, born 1621, died 1678, a poet as well as a prose author. In 1657 he was assistant to John Milton, secretary to the Commonwealth of which Oliver Cromwell was Protector. When the monarchy was restored Marvel was in a dangerous position. He published his books secretly. In one of these he satirized the monarchical fear of printing in a passage which we reprint exactly as it appears in the original. It is one of the more famous ironical passages in the English literature. The imprint of this book is of course mythical: "Printed by A. B. for the Assings of John Calvin and Theodore Boza, at the Sign of the King's Indulgence on the South-side of Lake Lemane, 1672."

The Press (that villanous Engine) invented much about the same time with the Reformation, that hath done more mischief to the Dicipline of our Church, than all the Doctrine can make amends for. 'Twas an happy time when all Learning was in Manuscript, and some little Officer, like our Author, did keep the Keys of the Library. When the Clergy needed no more knowledge than to read the Liturgy, and the Laity no more Clerkship than to save them from Hanging. But now since Printing came into the World, such is the mischief that a Man cannot write a Book but presently he is answered. Could the Press but once be conjured to obey only a *Imprimatur*, our Author might not disdain perhaps to be one of its most zealous Patrons. There have been ways found out to banish Ministers, to fine not only the People, but even the Grounds and Fields where they assembled in Conventicles, But no Art yet could prevent these seditious meetings of Letters. Two or three brawny Fellows in a Corner, with meer Ink and Elbow-grease, do more harm than an hundred *Systematical Divines* with their *sweaty Preaching*. And, which is a strange thing, the very Sponges, which one would think should rather deface and blot out the whole Book, and were anciently used to that purpose, are become now the Instruments to make things legible. Their ugly Printing-Letters, that look but like so many rotten Teeth. How oft have they been pull'd out by B. and L. the Publick-Tooth-drawers! and yet these rascally Operators of the Press have got a trick to fasten them in a few minutes that they grow as firm a Set, and as biting and talkative as ever. O *Printing!* how hast thou disturb'd the Peace of Mankind! that Lead, when moulded into Bullets, is not so mortal as when founded into Letters! There was a mistake sure in the Story of *Cadmus*; and the Serpents Teeth which he sowed, were nothing else but the Letters which he invented. The first Essay that

was made towards this Art, was in single Characters upon Iron, wherewith of old they stigmatiz'd Slaves and remarkable Offenders; and it was of good use sometimes to brand a Schismatick. But a bulky Dutchman diverted it quite from its first Institution, and contriving those innumerable *Syntagmes* of Alphabets, hath pestered the World ever since with the *gross Bodies of their German Divinity*. One would have thought in Reason that a Dutchman at least might have contented himself only with the Wine-press.

* * * *



Printer-Mark of Philippe Danfrie, 1504-1606. Here printing is represented as "the greatest mother of them all." Mankind is spiritually and mentally nurtured and sustained by the printed word, and so are religion, governments, arts and industries, as represented by their emblems in the background.

Philippe Danfrie, Printer.

ORIGINALLY a cutter of letters and an engraver on metals in Paris, he acquired an interest in the type matrices created by Robert Grandjon. In 1558 he began to print, and continued until 1597, dying in 1606 at the extreme old age of one hundred and two years. He was exceptionally prosperous, as were all his children, most of whom he survived. As a letter cutter he is best known by his "caracteres de civilite," a specimen line of which is shown here, as reproduced by Joseph W. Phinney of the American Type Founders Company, Boston.

G H abed E f m h o t j k u l n Q p q r s w g

This design he cut and cast in four sizes, and he appears to have entered the printing business to exploit this typeface, for his first book is set entirely in "caracteres de civilite" (types for compliments or for the use of polite persons). The reproduction of Danfrie's printer-mark is from the book referred to, "Le Discours de la Court" (1558), of which he appears to have been author as well as printer.

The Old Paper-Mill.

(Written a century ago, by the proprietor of Sawston Paper-Mill.)

Far from the public road, remote and still,
Stands a neat edifice — the Paper-Mill.
'Tis there, amid the willows' foliage green,
Wanders the peaceful rivulet serene;
Its silver stream from springs meandering runs,
And with a constant pace the mill-wheel turns;
Thanks to the first ingenious artizan,
Whose schemes thus benefit enlighten'd man.
Paper! to thee the world indebted stands,
From Andes tide to fair Columbia's lands;
In this improving age — accounted wise —
Fair learning with thine aid begins to rise.
By thee is handed down, from age to age,
The sacred truths of Revelation's page;
By thee we trace the pilgrim's sacred dream,
Or muse o'er Hervey's pure enlighten'd theme;
To thee Religion owes her gratitude,
Salvation now o'er heathen lands is strew'd;
To lands remote the joyful blessing give,
In mercy thus proclaim — believe and live!
Hail! paper, hail! your humble bard essays
To give his boon in tributary lays;
The improving art this paper does fulfil,
Perhaps it came from Sawston paper-mill.

* * * *

From the 1919 Calendar of The Commonwealth Press.

Profit is a by-product of service.
Every noble work is at first impossible.
The one big boss of a business is its customers.

No matter what it costs, poor printing is expensive.

The business that cuts prices is apt to bleed to death.

There is fun in doing good printing and profit in using it.

He is a rich man who can avail himself of other men's faculties.

If your printer, instead of suggesting, silently obeys orders, try a real printer.

When you are once accustomed to good printing, nothing else will ever be accepted.

The man who doesn't advertise must wonder why the largest businesses waste so much money.

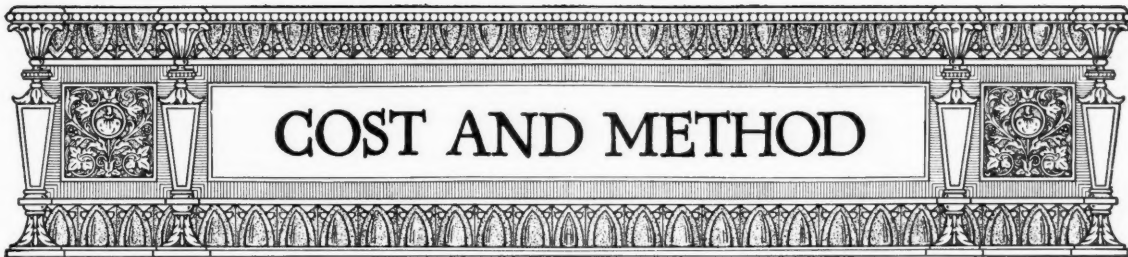
The fellow who says his town doesn't offer him anything is usually not offering his town anything.

Printed salesmanship can do nine-tenths of your talking and multiply your personal efficiency by ten.

Remember, the printer lives in a world of advertising. His suggestions should be valuable if he knows his business.

Many big business successes are built on good printing, and we don't know of a single one that habitually uses inferior printing.

When buying printing, remember that the difference between the top of the desk and the waste-basket is about thirty-six inches.



BY BERNARD DANIELS.

Matters pertaining to cost-finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Cost Versus Value.

In common with the rest of humanity, the printer is apt to be misled by comparing the cost of the various improved machines and attachments offered him without considering their real value to him as profit producers.

For instance, a printer in a small city where labor was very scarce decided that he needed an automatic feeder for one of his presses or a rapid automatic press to handle the work he was doing. He, therefore, wrote to all the manufacturers of feeders and of self-feeding presses and asked for prices on the size of machine that he thought he needed. Of course, he was soon visited by the representatives of the manufacturers, each of whom endeavored to persuade him that the one and only salvation of his business was the purchase of the device offered by the speaker.

After getting all the data as to price, capacity, speed, power and production that he could, he decided upon one of the highest priced of the lot and ordered it. As soon as he had done so he was deluged with such an amount of criticism from his friends, as well as from the salesmen of the devices and also his best customers that he felt in duty bound to defend himself for his action. Here is what he said:

"While I might have bought a machine that was intended to do the same work as the one I did buy and which was priced almost fifty per cent less, I did not do so because I considered that the real question at issue was not the first price, but the final price of the product. The machine I bought has a record of giving continuous service with a minimum of repairs, is so constructed as to be safe for the operator, does not require a specialist to run it, is easily adaptable to several classes of work and specially fitted for the work I am doing. I considered that the extra money spent at first will be returned many fold before the time that it will be necessary to discard this machine for a later pattern, and also that this class of machine has been bringing a larger fraction of the new price when offered for sale as a used machine."

Here is something for buyers of printing-machines to consider. The machine that is offered at the lower price may be the most expensive before the time that it must be replaced by another. The true value of any machine is its possibility as a producer, and its true cost the total of keeping it in good running order until the time of discard. The machine that saves \$500 at the time of purchase and costs an extra hundred per year to keep it up must give a large extra product to keep it from being the more costly of the two.

The true value of a machine is its ability to reduce the cost of the unit of production. The press that can save ten cents per thousand impressions will pay for itself long before it is time to replace it, even though it costs twenty-five per cent more at the time of purchase. The true value of a machine is its earning value, which is governed by its ease of handling and productive capacity.

The machine that is limited to certain kinds of work and requires expensive attachments or intricate adjustments to enable it to handle the general run of work in the shop will soon pile up costs and greatly reduce its earning capacity and value.

This brings us to the point that the principal thing in deciding between machines is whether the difference in cost is warranted by increased earning capacity, and by earning capacity we mean profit-producing ability. The machine that runs fast by an enormous consumption of power and gives a big output with extra or specialized labor at a higher cost may be less valuable than the machine that costs more but can be run by ordinary labor and gives a product at a lower cost per unit of production.

On Hand or in Process.

Remember that line in your insurance policy which covers the goods on hand, "manufactured and not delivered and in process of manufacture."

When you take your monthly or quarterly inventory do you verify the figures representing these goods? Are your cost accounts so kept that in case of fire in your plant tonight you could positively state the value of the goods on hand and in process?

If your cost system is kept as it should be it will enable you to state positively the exact cost of every job in the house at the close of every day. Not that you will always want to do it, but the day may come when you will, and the being ready does not cost anything if your cost system is working right.

It is understood that the cost clerk enters the time spent on each job upon the job records each morning as the daily time-tickets are checked up. This is an essential of a correct cost system. Delaying this is only piling up trouble and increasing the cost of handling the system.

Every time-ticket of every workman and every machine should be in the hands of the foreman or the time clerk each evening before they leave the plant, and they should see that they are placed in a safe place — either in the office safe or in the vault. This may seem like asking too much, but we have just learned of a plant in which there was a fire that destroyed the bindery and composing-room and damaged the presses, and the loss of a number of time-tickets prevented the recovery of a considerable sum for work placed on unfinished jobs.

In this plant the employees had become somewhat lax in filing their time-tickets, often leaving them lying upon their cases or work-benches until next morning—and sometimes until the time clerk went after them. This led to delay on the part of the time clerk, who got to leaving the entering of the time upon the job records until a day or two later. At the time of the fire there were practically two days' time-slips scattered about the plant which were lost or destroyed. These represented work that should have sold for about \$2,000, but as it

was not possible to charge it up except by guess, the insurance company's representatives refused to allow it to be counted in the loss.

One of the most important factors in cost-keeping is promptness. Every item should be entered on the job records and then transferred to the daily time summaries and the department summaries the day after it is used. We know of one plant where the time-slips are sent in and charged up twice a day. It does not make any more work, or very little, in this plant, which handles a large number of small jobs, many of which are delivered the same day.

Recently, we were appraiser for a purchaser of a printing-plant in which the cost system had been neglected for several months and it was impossible to ascertain with exactness the cost of the uncompleted work on hand, which the seller claimed to be about \$4,000, but for which the buyer refused to pay more than \$1,000. A physical examination showed what appeared to be about half the amount claimed, not including such things as authors' alterations, and press-proofs and color trials, which the seller declared had been made and were chargeable. The result was that \$2,500 was agreed upon, and neither of the parties was satisfied.

Of course, you may never have a fire, and you have no idea of selling out, but you do have to bill your work in such a way as to make a profit and at the same time satisfy your customer, and you can not do either justly and fairly if you do not know at the end of each month just how much business you are carrying over in an unfinished state and to just what jobs it belongs. A prominent printer once remarked that until he began to figure up the work done on jobs in process he imagined that he was carrying about \$600 per month in composition held for various reasons, but that to his great surprise he found that his composing-room had over \$3,000 worth of work done for which proofs were out, in some cases for six months; while in the pressroom and bindery he found more than that much tied up in sheets representing parts of catalogues and books that were being delayed because the final sheet could not be finished for some good cause.

This large amount of \$6,000 was capital tied up, for which he had been getting no return because he did not realize it was there. Needless to say it was promptly added to the amount of investment in business capital and interest charged against it. As he expressed it, "\$30 per month for interest is not much, but there is no reason why this firm should throw it away."

The True Costs.

The printers of the United States, and also those of Great Britain, are busily engaged in the search for true costs, in order that competition may be fairer and the credit of the printer as a business man increased.

Each month the various printers' organizations are collating data and compiling average hour-costs for the different operations in a printing-plant — a most difficult task under present conditions.

Yet hardly a week passes that we do not receive from some printer a screed about the way he has succeeded in dodging the requirements of the cost system and getting by without doing the work required to keep the system properly — and this is not always from the small printer, by any means.

Needless to say, such printers do not know their true costs, and are simply doping themselves into feeling secure in the face of grave danger.

In times like these, when everything is so unsettled in price, and when material and labor are both uncertain in supply and quality, it is the man who keeps his Standard cost system in good working order who knows what his true costs are.

They change from month to month, and last year's record is of less value than ever before as a guide to this year's prices.

The true costs of today are from fifty to two hundred per cent higher than they were in 1916, and yet some foolish printers are trying to sell on 1916 price-lists.

Find your true costs, compare them with the published averages, and if there is much difference, go over yours again and make sure that nothing has been omitted or charged to the wrong department or job.

Do not forget that the thing which you sell the cheapest you will sell the most of, and if you have made a mistake the loss will keep on growing, while a mistakenly high price will handicap you in competition.

Get your true costs and believe in them thoroughly, then refuse to sell without a profit.

A Familiar Job.

It is some time since we published detailed estimates, and we had practically decided not to do so until the rapidly fluctuating costs of the present day had found their level and showed some indication of being permanent; but here is a case that seems to be the exception to the rule.

Every printer is familiar with the little weekly program of the church activities, composed of four or eight pages, most often four, which the people who are running the church expect to get at a very low price, because — oh, for most any reason or none at all.

A much worried correspondent asks us to give just this one estimate, and sends in more complete data than we generally receive, so we have decided to give the actual figures on a job that was handled by a personal friend who allowed us to examine his records on the job.

There were five hundred copies weekly, four pages 5½ by 8 inches in size. They consisted of a title with a cut of the church, two pages of reading-matter, and a page of officers, committees, meetings, etc., set in six-point. The reading-matter was set in eight-point leaded.

This job was done for a full year of fifty-two issues. The figures given below, taken from the actual job records, will show how deceptive these jobs are.

Pages one and four were supposed to be kept standing and to have few or no alterations, but that really was not so. There was hardly a month that there was not an hour on one or the other of these pages. This prevented the utilization of the idea of running up the outside pages for several numbers in advance.

The following figures show the cost record for the whole year, as the cost varied as much as twenty per cent from month to month:

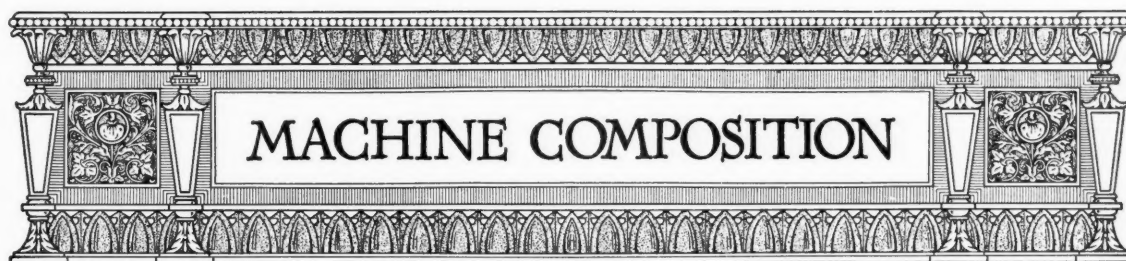
Stock, 3½ reams 32 by 44, 80-pound Super.	\$28.00
Handling and cutting stock, 5 hours at \$1.50.	7.50
Composition, hand, 539 hours at \$1.60.	962.40
Lock-up 100 forms, 20 hours at \$1.60.	32.00
Make-ready on job-press, 100 forms, at 40 cents.	40.00
Running 2 lots of 500 each week — 52,000.	52.00
Ink (estimated).	5.00
Folding 52 lots of 500, at 25 cents.	13.00
Packing and delivery, 25 cents per week.	13.00

This gives a total cost for the year of. \$1,152.90
Add twenty-five per cent for profit. 288.22

Correct selling price. \$1,441.12

This gives a price of \$29.63 per issue on the average. The highest cost for a single issue was \$33.65, which was for the first issue.

The printer who did this job had promised to give it to the church (his own) for cost, and not knowing the cost had billed them at \$15 per issue. When he installed a cost system about the middle of the year and found out how much he was losing he felt like kicking himself. When the trustees came in and told him that they must have a lower price or they would take the job to another printer, who had bid \$10 per week, he was so glad that he almost laughed in their faces.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Ejector-Blade Controller-Rod Was Bent.

A Chicago operator advises us regarding a trouble experienced with a Model 8, on which he was unable to advance the ejectors into the mold-cell to determine if blades of correct width were in use. The trouble was more noticeable on thirteen and twenty em measures. This trouble doubtless was due to the pin on the ejector-blade controller not matching with the grooves in which blade-links move. An examination showed that the rod that operates the ejector-blade controller was bent and after it was straightened and replaced no further trouble was experienced on any measure. This rod is invariably bent by the operator trying to force a change of blades while the pin of the controller is forward in the groove of the blade-link. No movement of controller should be attempted unless ejector is back full distance.

Obscure Cause of No Response Corrected.

An Iowa operator writes: "Your letter regarding trouble of matrices failing to respond to touch of key-button has been received. Your suggestion to remove spring on pivot end of keyboard cam-frame and stretch was a remedy for the trouble caused by some of the characters that have been annoying me for a couple of weeks. I made a screw-driver to fit over the ends of these little plungers, with which I tightened three or four others that had commenced to fail, but in the case of the '9' mentioned in my first letter I replaced with a new cam (complete) and also stretched and tightened the spring; this seems to have been the character of the difficulty, as I also thought perhaps through long use that the rubber roll might be small enough to lack in height when this particular cam was used — but such was not the case, as I put on a new one with no benefit. The cam I replaced on the '9' was defective in some way. While it spun perfectly smooth and true, I believe the slot in the pivot end was too wide and was binding when it should return from 'high' to 'normal' position, thus making both the up-stroke and the return uncertain. Thanks for your suggestion, as it not only was direct, in my case, but put me 'next' to additional benefit I was able to work out."

Damage to Liners May Be Avoided.

A Michigan operator submits a damaged left-hand liner and writes as follows: "The liner enclosed was damaged on our Model 8. It appears that the blade must be drawn into the mold after a change is made, and, as there is some play in the disk-driving mechanism when the machine is normal, the blade often nips a piece off the left liner. Is there a part that can be attached to the cam to hold the ejector out of the mold and still permit the cams to start when a line is sent away? Kindly send a diagram with price of part. Is it possible to have the liner repaired?"

Answer.—The cause of the damage done to liners may be obviated if your machine has a shoe just forward of the short mold-turning segment. When the cams are in normal position,

the facing of the mold-turning bevel-pinion should have contact with this shoe. If you find on examination that there is play at this point you may correct the condition by turning on the two bushings found under the screws that attach the shoe to the cam. When this is done the mold will have little or no play and should stabilize its position in front of the ejector-blade. If your machine has no shoe forward of the short segment you may avoid damage to the liners by discontinuing the ejector safety device. To do this the following parts may be applied instead: BB-417, BB-419 and C-1177. These parts cost \$1.60, and after they are applied you should not be troubled further by damaged liners as it will not be necessary to draw the ejector into the mold before starting the machine. The liner can not be repaired; it may, however, be cut for other slug lengths.

Chilled Face on Slug Due to Current.

A Minnesota publisher submits a number of slugs which have perfect bodies but show a slight defect of face, due, perhaps, to a chilled mouthpiece. The letter reads in part as follows: "Enclosed herewith are slugs cast from electrically heated metal-pot. The machine has been in use only three or four months. You will notice that two of the slugs appear to have perfect bases, the other two have been trimmed smooth and bright on the bottom. The machine will go along casting perfect slugs, or slugs with a base trimmed properly, when all of a sudden it will begin to trim the slugs bright on the bottom. In a short time, then, a squirt will occur. We have had several expert machinists study the difficulty, but they do not appear to be able to correct the trouble. We would like to have suggestions from you toward correcting the trouble."

Answer.—We advise that you take the matter up with the electrical engineer of the power-house that supplies you with electric current. This individual, with the aid of the instruction-book furnished with the pot, together with the blue-print which is pasted in the panel box, will be able to trace out your trouble, which is not functional with the pot, but may be associated with the current. At this distance, and without a personal examination, it would be presumptuous on our part to diagnose your trouble. However, we believe from appearances of the slugs, and the description you furnished of the trouble, that the electrical engineer from the power-house will be able to trace out the cause of your trouble and remedy it.

To Readjust the Delivery-Lever Cam-Roller Arm.

A correspondent desires an explanation as to how an adjustment can be made of the delivery-lever cam-roller arm after it has slipped on its shaft. He states that the explanation in the "Mechanism of the Linotype" is not clear to him and wishes us to amplify the explanation found in that book. He further states that recently he had the cam-roller arm slip, caused by a thick matrix falling into the lower part of the delivery channel and it was caught by the delivery-slide long

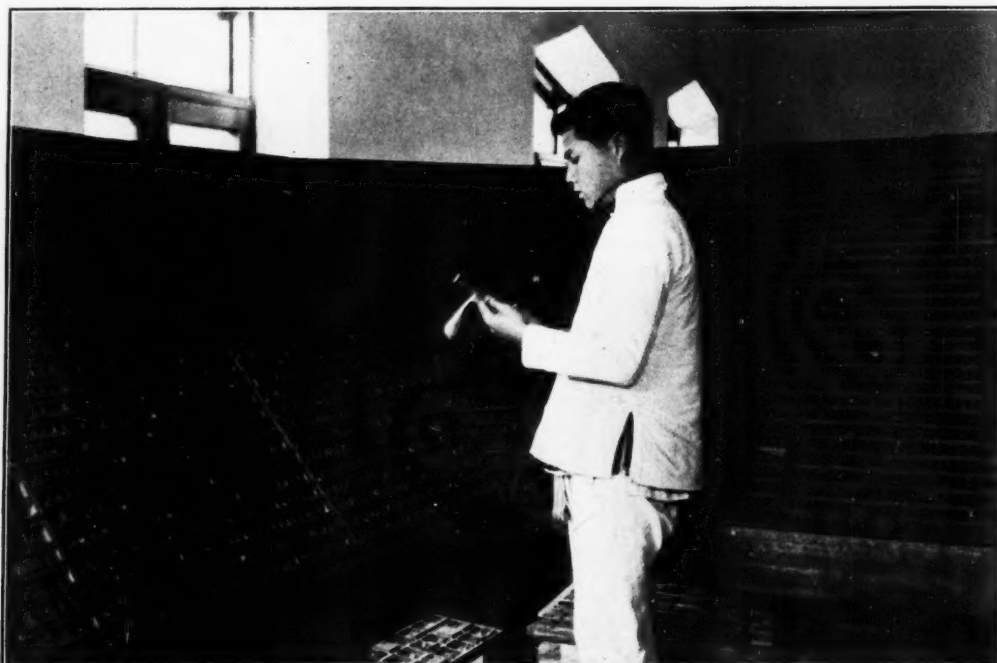
finger on its return to normal position. This occasioned considerable loss of time at a critical period of the day.

Answer.—We consider the explanation given in "The Mechanism of the Linotype" fully adequate to cover the readjustment of a slipped cam-roller arm, although it is written in general terms only. The following explanation will show the manner of slipping from several causes and the manner of correcting. As the movement of the delivery-slide to the left is by spring action or force, an interference with its motion will not cause any disturbance. If the return motion, which is by cam action, is interfered with by positive resistance, the delivery-lever link should disengage from its screw. How-

of the arm will cause the delivery-slide to fail to lock, or may cause the short finger of the slide to press the chute of the spaceband box slightly to the right. Both of these conditions are wrong. If the slide locks just back of its pawl with a slight movement to the left, that is all that is desired.

REDUCE CHINA'S ALPHABET BY 10,000 OR MORE CHARACTERS.

Before the recent introduction in China of phonetic writing, which requires but thirty-nine signs or letters, the type-case shown in the accompanying illustration was typical of the



A COMPOSITOR'S NIGHTMARE.

The old-time Chinese type-case with thousands upon thousands of characters. The Chinese alphabet has recently been simplified and reduced to thirty-nine characters.

ever, this does not always happen, and, as a result, the cam-roller arm slips on its shaft. To return it to its relative position with the delivery-slide is the object of its readjustment. To understand what is meant by relative position we will call attention to the cam-roller on the arm and its position when the delivery-slide is full distance to the left. The slide stops against the adjusting-screw near the left side of the face plate. The roller in the arm pushes the stopping-pawl off the upper stop-lever with a clearance of about $\frac{1}{8}$ inch. The correct relative position of these parts then is secured by having the delivery-slide to its full distance to the left and by moving the cam-roller arm so as to cause the roller to push the stopping-pawl off the stop-lever $\frac{1}{8}$ inch. To do this is a matter of a few minutes' work. Usually the procedure is as follows: (1) Have the cams at normal position; (2) move the delivery-slide to the left full distance; (3) loosen the two screws in hub of the cam-roller arm; (4) then force the roller over so that it pushes the pawl off the upper stop-lever to give a clearance of approximately $\frac{1}{8}$ in. Finally, tighten the two screws to a reasonably firm bearing and the work of adjusting is complete. However, to be certain that everything is correct, you should permit the pawl of the upper stop-lever to give a clearance of approximately $\frac{1}{8}$ in. Finally, tighten the two screws to a reasonably firm bearing and the work of adjusting is complete. However, to be certain that everything is correct, you should permit the cam to return the slide and observe if the delivery-slide locks full distance to the right. A very slight misadjustment

kind used to hold the many thousands or even tens of thousands of elaborate characters constituting the Chinese alphabet. Only the best educated and the most highly trained Chinese could master the art of printing with the old cumbersome system, and the amount of literature available to the common people of China was accordingly greatly limited. This new method of phonetic writing, invented under government auspices, with missionary educators taking a leading part, will enormously cheapen printing and place literature within reach of the millions of China, who have always revered literary ability.

The new alphabet has also been applied to the typewriter. The characters as written by the machine recline on their left sides, so that when the paper is taken out and turned ninety degrees the columns read down and from right to left in regular Chinese style.

"Education in China will be revolutionized by the phonetic writing," said Dr. S. S. Yu, who has just come to New York from China to promote the Missionary Centenary of the Methodist Episcopal Church, one of the objects of which is to raise \$120,000,000 for furthering the work at home and abroad, which includes in its plans the building of several hundred new mission schools in China.

THE COSTS OF JOB-PRINTING—PAPER.*

NO. 2.—BY R. T. PORTE.



If the printers of the world had all the money they have lost during the past year through mistakes in figuring the quantity or weight of paper, they would have sufficient to support a national printers' organization in very fine style indeed. The principal reason for this big loss is the obsolete way in which the weights of paper are given. When the paper-mills changed to substance numbers, why in the name of all right trade practices they did not change the basic weights to the 1,000 quantity instead of continuing with the 500 quantity I have not yet been able to figure out. It would have saved endless figuring and made things much more simple for themselves, and it would also mean a saving of thousands of dollars for the printer in the course of a year. The estimator does not live who has not figured only half of the stock required for a job simply because he forgot that the weight was by reams instead of by the 1,000 sheets — not if he tells the truth; all have done it.

With the present prices of paper it behooves the printer to be more careful than ever in figuring the cost of the paper that goes into a job, especially in odd quantities. There is one very

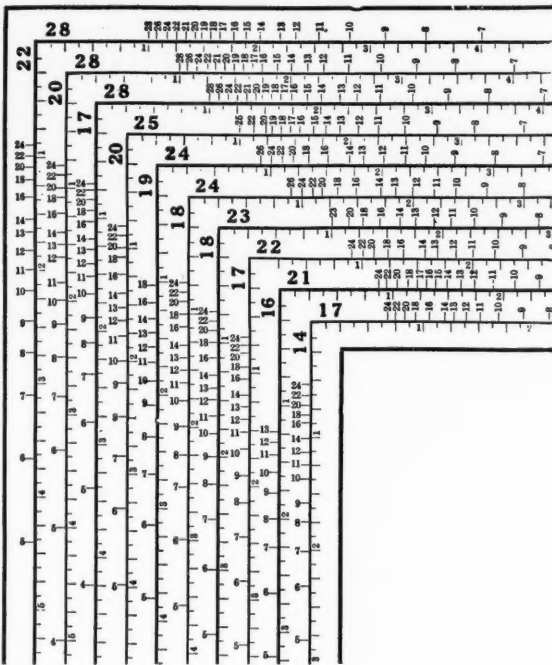


FIG. 1.

sure and positive way in which paper may be figured in order to secure the correct number of pounds required. But first, the estimator must find out how many sheets are required for the job.

Instead of measuring the size of the sheet, it is better to use a scale having the various stock sizes of sheets marked on it, and a diagram showing how many can be cut from the different sizes. Such a scale is too large to be reproduced in full here, but enough is shown to illustrate how it can be used (Fig. 1). Some of the paper-houses issue scales of this character as

*NOTE.—This is the second of a series of ten articles on the costs of job-printing. Copyrighted, 1919, by R. T. Porte.

advertisements, and it would be a good thing if more of them did so. They are great time-savers and mistake preventers.

Having found the number of pieces of the required size that can be cut from the full sheet, the next thing to do is to find the

	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
1.....	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
2.....	250	500	750	1000	1250	1500	1750	2000	2250	2500
3.....	167	334	500	667	834	1000	1167	1334	1500	1667
4.....	125	250	375	500	625	750	875	1000	1125	1250
5.....	100	200	300	400	500	600	700	800	900	1000
6.....	84	167	250	334	417	500	584	667	750	834
7.....	72	143	215	286	358	429	500	572	643	715
8.....	63	125	188	250	313	375	438	500	563	625
9.....	56	112	167	223	278	334	389	445	500	556
10.....	50	100	150	200	250	300	350	400	450	500
11.....	46	91	137	182	228	273	319	364	410	455
12.....	42	84	126	168	209	250	292	334	375	417
13.....	39	77	116	154	193	231	270	308	347	385
14.....	36	72	108	144	179	215	250	286	322	358
15.....	34	67	100	134	167	200	234	267	300	334
16.....	32	63	94	125	157	188	219	250	282	313
17.....	30	59	89	118	148	177	206	236	265	295
18.....	28	56	84	112	139	167	195	223	250	279
19.....	27	53	79	106	132	158	185	211	237	264
20.....	25	50	75	100	125	150	175	200	225	250
21.....	24	48	72	96	120	143	167	191	215	239
22.....	23	46	69	91	114	137	160	182	205	228
23.....	22	44	66	87	109	131	153	174	196	218
24.....	21	42	63	84	105	125	146	167	188	209
25.....	20	40	60	80	100	120	140	160	180	200
26.....	20	39	58	77	97	116	135	154	174	193
27.....	19	38	56	75	93	112	130	149	167	186
28.....	18	36	54	72	90	108	125	143	161	179
29.....	18	35	52	70	87	104	121	138	156	173
30.....	17	34	51	67	84	100	117	134	150	167
31.....	17	33	49	65	81	97	113	130	146	162
32.....	16	32	47	63	79	94	110	125	141	157
33.....	16	31	46	61	76	91	107	122	137	152
34.....	15	30	45	59	74	89	103	118	133	148
35.....	15	29	43	58	72	86	100	115	129	143
36.....	14	28	42	56	70	84	98	112	125	139
37.....	14	28	41	55	68	82	95	109	122	136
38.....	14	27	40	53	66	79	93	105	119	132
39.....	13	26	39	52	65	77	90	103	116	130
40.....	13	25	38	50	63	75	88	100	113	125

Table No. 2.— Giving the Amount of Stock Necessary for a Job.

number of full sheets necessary for the job. Instead of using pencil and paper and dividing the quantity called for on the job by the number of pieces that will cut out of a sheet, or some similar method, why not use an accurate scale which will give you the result? The scale given here (Table No. 2) shows exactly how many sheets of paper are necessary, and by using decimals almost any quantity can be figured.

	First Color.	Each Extra Color	Binding.
250 or less.....	10%	5%	5%
500 or less.....	6	4	4
1,000 or less.....	5	4	2 1/2
5,000 or less.....	4	3	2
10,000 or less.....	3 1/2	2 1/2	2
25,000 or less.....	2 1/2	2 1/2	2
Over 25,000.....	2	2	2

Table No. 3.— Showing Allowance for Spoilage.

For example, suppose the job calls for 4,000 pieces which will cut twenty-three out of a sheet. To figure this out with pencil and paper requires some few minutes, but by referring to the scale the amount is found immediately — it will require 174 sheets to do the job. Why worry with all the figuring when a simple scale like this will give the result? You may or you may not get the correct result by figuring, you are taking a chance; but you can bank on the scale.

But the scale gives only the actual number of sheets without allowing for spoilage. Well, there is a little scale for spoilage which has been tested and which many have tried to prove wrong. It seems to be always right, however, and shows just

BOND-PAPERS.

Table with columns for SIZE and SUBSTANCE NUMBER (13, 16, 20, 24, 28, 32, 36, 40, 44). Rows list various paper sizes like 16 by 21, 17 by 22, etc., with corresponding substance numbers.

stance numbers (Table No. 4) we find the ream weight to be 25 1/2 pounds.

Having found the ream weight we must next find the weight of 180 sheets. The long way is to multiply the number of sheets by double the ream weight and point off three decimals. Here is the way it is done:

180 sheets of paper
51 the weight of 1,000 sheets

180
900

0180 result.

By pointing off three decimals we find that the weight of the paper is 0.18 pounds — provided no mistake has been made.

A better, quicker and more accurate method is to use a positive scale like that shown in Table No. 5, which gives the

PAGES TO A FORM.

Table with columns for Number Pages and values for 4, 8, 12, 16, 24, 32, 48, 64 pages. Lists page counts from 4 to 144.

BOOK-PAPERS.

Table with columns for SIZE and SUBSTANCE NUMBER (40, 50, 60, 70, 80, 100, 120). Rows list book paper sizes like 22 by 32, 24 by 36, etc.

Table No. 6.— Sheets of Paper Required for Printing 1,000 Books.

most used ream weights of bonds, flats and book-papers, and the various numbers of sheets from 5 to 500.

What does the scale give? One hundred sheets, 5.10; 80 sheets, 4.08; total, 9.18 — a simple operation and done without the possibility of any mistake occurring in the figures.

If the job requires 1,800 sheets instead of only 180, simply move the decimal point one figure to the right and you have 91.8 pounds. If the job calls for 18,000 sheets, move the decimal point one more figure and you have 918 pounds. There is practically no possibility of an error creeping in.

Let us take another example, say 65 sheets: The scale gives 3.38 for paper weighing 26 pounds to the ream. The weight can be secured, without difficulty, for 65 sheets, 650 sheets, 6,500 sheets or 65,000 sheets as follows:

65 sheets, 3.38 pounds.
650 sheets, 33.8 pounds.
6,500 sheets, 338 pounds.
65,000 sheets, 3,380 pounds.

The same method may be used in figuring book-paper, but here we may have another complication, as it may be necessary to figure the number of sheets required for a book of 128 pages, running 16-page forms, and 2,000 copies. To figure this out requires some time as it is necessary to get the number of forms, and to remember that if sixteen pages are printed at a time every sheet makes two complete signatures, and care must be taken to get it right.

But with the right kind of a table, such a thing should not worry us. Table No. 6 gives the number of sheets required

Table No. 4.— Standard Substance Numbers.

The table gives actual weights, figured to half pounds. Note that 17 by 22 and 25 by 38 are the basis. The most commonly used sizes are in bold face.

what percentage of paper should be added in order to allow for spoilage (Table No. 3).

As we figured 4,000 on the job, suppose we add four per cent to the 174 sheets, which is about 6 sheets. This gives us 180 sheets. All right, but how many pounds of paper would this amount to if the job is to be printed on 17 by 28, substance No. 20? We must find the ream weight of that size of paper and substance number, and by referring to the scale of sub-

for 1,000 books, with pages from 4 to 144, and any size forms from 4 to 64 pages. Our example shows that a book of 128 pages run in 16-page forms will require 4,000 sheets for 1,000 copies. For 2,000 copies, simply double the amount and we find we must buy 8,000 sheets, not counting spoilage, to complete the job. And our figures are right, without the possibility of error. By using the decimal method previously explained, any quantity of books may be figured from the scale, with accuracy, while by using the longer method with pencil and paper, and trying to show how good a mathematician you are you will be likely to figure twice as much stock as necessary or else half the required amount.

There may be other tables in use by printers which are as good or better than those given with this article. The writer will greatly appreciate receiving any of these tables for the purpose of publishing them in connection with future articles in this series if they are found of general interest to our readers. We know one printer who is now working on a scale with prices of paper and the number of pounds.

This brings us to the last thing in connection with figuring on paper. Having found that it takes 9.18 pounds of paper for the job, and the price is 23 cents a pound, we multiply the weight by the price, thus:

9.18 pounds of paper.
.23 cents per pound.
2754
1836
21114 total.

Pointing off four decimals we find the amount to be \$2.1114, or \$2.12. As ten per cent is the amount recommended as the proper charge for handling paper, we add this amount and find the total cost to be \$2.33.

Having proved this, we know it is correct, and then we are ready to go on with the next item of cost that must be figured in a job of printing, which will be taken up next month.

A PRECAUTION AGAINST FIRE.

BY JACK EDWARDS.

Perhaps one of the chief sources of fire in the print-shop is the drying-cabinet. Sometimes one or more of the sheets that have been placed in the cabinet to dry slip from the drying slides and come into direct contact with the cover over the blaze, or, where there is no such cover in use, the blaze itself. As the cover usually is very hot, as much mischief ordinarily results from a sheet's coming in touch with it as is the case when the paper falls into the flame of the gas-jets. Fire is the natural consequence in either instance. Overheating of the cabinet is another cause of fire.

It is a good idea to isolate the drying-cabinet as much as possible from all inflammable substances in the print-shop. Paper stock should not be kept near the cabinet, and rags and waste paper and other easily combustible things should not be permitted to have a place in its immediate vicinity. It is well to have the interior of the cabinet lined with tin, so that in case something goes wrong within, the resultant blaze may thus be checked from spreading as rapidly as it would were no such lining used. And it is well, also, to see that the burner is turned off before the person in charge of the cabinet leaves it for any considerable length of time. Permitting the blaze to burn through the entire noon hour is a hazardous proceeding. The gas consumed in that time might be made to dry several times the number of sheets accommodated by one filling.

At least a couple of good fire extinguishers should be kept handily within reach at all times while the drying-cabinet is being operated, and the one in charge of the cabinet should keep them well charged and know how to use them.

WRITING COPY WRONG END TO.

BY A. RAY NEPTUNE.



THE printer handles much copy that is written by the customer himself, and, as a correspondent said in a recent issue of THE INLAND PRINTER, we find some "horrible examples." A great deal of the trouble is that the manufacturer or dealer can't seem to see his proposition from any standpoint but his own. He doesn't get the other fellow's viewpoint. The accompanying Bradley's fertilizer letter came in as a reprint the other day:

WHY NOT RAISE SUMMER LEMONS?

To Our Friends and Patrons:

SAN DIEGO, CALIFORNIA.

We have been the agents for *Bradley's Standard fertilizers* since 1896. Every claim put forth for these goods has been fully verified by results in the field, and to such an extent that we have this season largely increased our sales over former years. In view of the above we most earnestly urge all growers who wish to lead the procession, to liberally fertilize their lemon trees in September and October in order to *strengthen the fall bloom*, as it is well known that from this bloom come the high-priced *summer lemons*. We feel satisfied that every dollar invested in these goods will be returned with big interest added in the way of *vigorous, healthy trees and more fruit of a better grade*. Don't be misled by the statements of others that their raw and untreated fertilizers are as good as *Bradley's*. *Bradley's* is the standard by which all others are measured. "Just as good as *Bradley's*" is the song that all other fertilizer salesmen sing.

Thanking you for past favors and soliciting your valued order, we beg to remain,
PACIFIC WOOD & COAL COMPANY, Local Agents.

The copy of this letter is good, but it is written wrong end to. The advertising man will tell you every time to talk about the prospect's interest first — then show him how it will be to his advantage to use your goods.

Let us look at the letter. The very first word is "we." What does Mr. Lemon Grower care about "we." But if he has the tenacity to read farther he finally finds buried down in the center of the letter some mighty interesting information that he is glad to get — he can make money out of high-priced summer lemons. How? By using *Bradley's Standard fertilizer*.

But he doesn't care a rap about *Bradley's fertilizer*, or any other fertilizer, or how long any one has been agent for it, until he sees that he is going to get some benefit from it.

Then, why not put his interest first? It will mean more dollars in his pocket and the fertilizer man's too.

I have rearranged the letter along these lines, using the text of the original. It is not given as a model letter, but it is easy to see that by a simple transposition of ideas it has an entirely new angle.

WHY NOT RAISE SUMMER LEMONS?

It is a well-known fact that high-priced summer lemons come from the fall bloom. To growers who wish to strengthen this fall bloom and increase their summer crop, we most earnestly urge a liberal fertilization of the lemon trees in September and October.

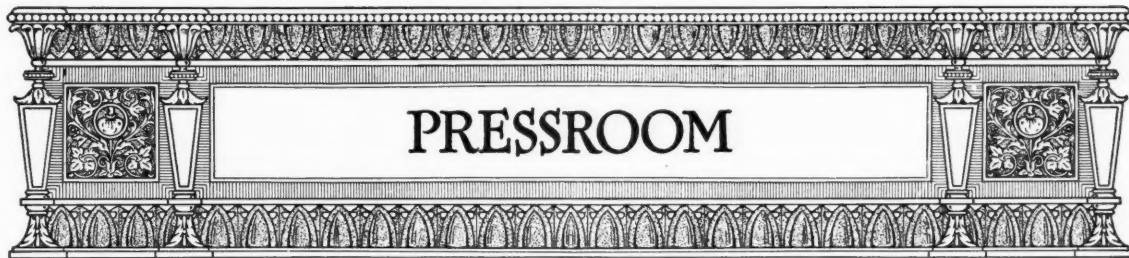
The best fertilizer for this purpose is *Bradley's Standard*. We have been the agents for this well-known brand since 1896 and know that every claim put forth for these goods has been fully verified by results in the field — in fact, to such an extent that we have this season largely increased our sales over former years.

We feel satisfied that every dollar invested in these goods will be returned with big interest, added in the way of *vigorous, healthy trees, and more fruit of a better grade*. Don't be misled by the statement of others that their raw and untreated fertilizers are as good as *Bradley's*. "Just as good as *Bradley's*" is the song that other fertilizer salesmen sing.

Insure a good summer crop and extra profit by using *Bradley's Standard fertilizer*.
PACIFIC WOOD & COAL COMPANY, Local Agents.

By watching for such things as these in the customer's copy and making pertinent suggestions it is easy to help him to secure more business and incidentally to strengthen his respect for the printer. It is, of course, just as essential for the printer to use the same care in placing the prospect's interest first when he is preparing copy for his own advertising.

The printer who keeps the other man's interest first is bound to gain loyal customers.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self-addressed envelope.

Specimens of Presswork for Criticism.

A. H. Cote, Springfield, Massachusetts, sends a package of specimens of presswork. The work consists mainly of catalogues with half-tones in one and two colors on enameled stock. The execution of work of this high standard does credit to the skill of Mr. Cote as a pressman and supervisor. The points of interest in the work are sharpness of print in half-tone, clean high lights and edges of square half-tones, which are also free from burrs and spots. The letterpress descriptions and marginal borders are printed without slurring. One specimen, printed on Old Stratford laid book in black, green, orange and yellow, is a marvel of accurate register and clean printing.

To Render Tags Acid-Proof.

A Southern printer writes: "We are making battery-tags for one of our customers who has an automobile-charging business, and would like to know if there is a solution in which the tags can be dipped after they have been written upon, in order to prevent the acid from destroying those that are left several weeks for storage."

Answer.—The tags may be rendered acid-proof by coating them with paraffin. Melt the paraffin by a slow fire and heat the tags before dipping in the liquid paraffin. Keep the tags separate while dipping, although after the paraffin congeals they may be bunched together without fear of their adhering to one another. Tags so treated are impervious to all commercial acids.

The Meaning of Mechanical Make-Ready.

A Missouri publisher writes: "I have seen the term 'mechanical make-ready or overlay' used a number of times in your magazine and do not fully understand how there can be a mechanical make-ready. I would greatly appreciate it if you would explain it to me."

Answer.—Ordinarily, half-tone plates, or cuts, as they are commonly called, are made ready by the use of a hand-cut overlay. This overlay consists of a series of cut out bits of paper, so cut as to form a relief pattern of the picture on the plate. The solids of the picture are made relatively thicker, or built up higher than the adjoining middle tones, which, in turn, are more in relief than the neighboring high light parts of the picture. When the pieces of paper are cut out and pasted together, this overlay is ready to apply to the cylinder or platen of the press, and it furnishes a varying degree of pressure during the printing operation. The part that is built up the highest naturally gives the most pressure, a desirable feature in pictorial printing. The high light part of the picture requires the least pressure, hence in the hand-cut overlay it is represented by the thinner part thereof. The mechanical overlay, however, is not made by hand in the manner described above. An impression of the half-tone plate is pulled upon a thin piece of zinc, or a sheet of prepared paper. The ink is an acid-resist medium, and when the metal sheet or paper is

immersed in the acid the parts unprotected by the ink are etched, leaving these parts in relief proportionate to the density of the tones of the plate. Thus, a solid in the plate would be represented by the maximum thickness of the metal sheet or prepared paper and the high light part would be the thinnest portion of the overlay owing to its relatively thin covering of ink. A measurement of a mechanical overlay by a micrometer will show a graduated thickness comparable to the tones of the subject. The commercial value of an overlay of this kind is in the simplicity of its making, the practical indestructibility in ordinary use and cheapness as compared to the hand-cut overlays. Another kind of overlay which is selective by tones in thickness is made by dusting a freshly printed sheet with a prepared powder and afterwards coating the surface of the sheet with a liquid fixative which holds the powder firmly to the sheet. This overlay process is a development of the wheat-flour overlay much used by our pressmen a few years ago. We can furnish you addresses of manufacturers of mechanical overlays.

Relief Printing Is Not Due to Ink.

A Montana printer submits a circular printed with glossy ink on bond-paper and an envelope printed by a relief process. He asks where an ink may be secured that will produce the glossy relief shown on the envelope. He also wants to know why the glossy ink of the circular is not in relief.

Answer.—Gloss ink may be obtained from any ink dealer, but it will not give the relief effect as shown on the envelope. This can be obtained in typographic printing only by powdering the printed sheet and by fusing the powder by heat afterwards. Very finely powdered resin may be used to give the relief desired, but it is a better plan to secure the prepared powder from the makers. In ordering the ink, ask the dealer for gloss black or color desired.

Labels Printed in Green Ink Stick Together.

The following letter explains a peculiar trouble confronting a pressman in a large private printing-plant: "In printing labels, we have considerable difficulty with the sheets sticking together when they dry, especially when using green ink. Can you suggest a remedy? We would also like to know whether or not green ink gives more trouble than other colors, and will thank you for any suggestions given us."

Answer.—We do not see why green ink should cause the trouble more than any other color. Doubtless the difficulty would not occur if the same proportion of drier were employed as is used in inks that do not cause sticking. We do not believe that the pigment employed in making the ink has any direct bearing on the drying, although certain pigments are known as oxidizers, while others act feebly toward the vehicle employed and may slightly retard drying. However, the ink-makers are aware of this feature and employ driers to counteract the tendency toward slowness of drying. We suggest that you try out a sample of green with a given proportion of drier and

compare with a sample of the green without drier. As a test, allow the printed stock to lay out under the same drying conditions. An observation of the results obtained will help you to determine what steps are necessary to overcome the trouble.

"Parsons' Handbook of Letter-Headings."

A most excellent example of printing on bond-paper comes to us under the above title. It is a booklet of fifty pages, bound in stiff boards, with a paper title. The various examples of printing are done on bond-paper, which lends itself admirably to the specimens shown. Many of the pages are printed in two colors. What appeals most to the pressman is the wonderfully clear and sharp printing on bond-paper without extreme impression-marks being visible on the back of the sheet. The black ink used appears to be correct in body and color. In qualifying color in this case one might ask if black inks were not all the same in color. We would answer that there are blacks and blacks. A news black when printed solid is not quite the same color as a job black, and, again, one job black does not match a different black taken from another ink-can. The black ink used on the bond-paper appears to be in perfect harmony with the paper and has just sufficient gloss to correspond to the smooth surface of the paper. A number of die-stamped and lithographed letter-heads also appear in this book, which give a pleasing variety to the specimens shown. The booklet is issued by the Parsons Paper Company, Holyoke, Massachusetts.

A Well-Printed Newspaper.

A Wichita, Kansas, pressman submits a daily newspaper for criticism and writes as follows: "Please find under separate cover a copy of paper which I would be very pleased to have you examine and pass your opinion on the color of sheet, the ink and, most of all, the impression. Am I carrying enough squeeze?"

Answer.—In the rush and bustle of attending to the getting out of a daily paper, appearances are sometimes lost sight of, and, as a result, a newspaper goes to the reader printed too light or too dark. The copy we received from this pressman was creditably printed, there being but one page that could be adversely criticized. It happened that the page contained a number of black lines, and, as a trifle too much ink was carried, it appeared too dark. Carry the color a trifle gray and the appearance of advertisements will be improved, while the muslin will not pick up so much ink from offset. The thirty-six point slugs that appear low in spots are not the fault of the pressman. It would be well to consult the linotype machinist regarding the condition of solidity. A pressman on a large paper should make it a rule to scrutinize closely every line on his sheet and be sure that legibility and neatness characterize the appearance of his paper.

Making Tabbing-Glue From Old Rollers.

A Tennessee printer writes: "I am experimenting with old roller-composition in making tabbing-glue. Have been using No. 8 acetic acid but it does not seem to dissolve the composition. Can you give me any information as to what I must do to make tabbing-glue from old roller-composition?"

Answer.—If the composition is not too old, and has not lost all of its elasticity, it may be used in combination with common glue for the making of the tabbing-composition. Cut the composition into small pieces, not more than one-half inch in any dimension. Place the pieces in a double boiler and heat until melted. Place an equal quantity by weight of cheap glue (such as you may buy at a hardware store) in a vessel and cover with cold water. After about twenty minutes pour off the water and heat the glue in a double boiler until melted. Combine the melted glue with the melted roller-composition.

Strain through a sieve or coarse cheesecloth and add the acetic acid. The quantity will depend upon the amount of composition used. For your first experiment, use about one pound of composition, one-half pound of glue and eight ounces of acetic acid, No. 8. The reason for making a trial is that the variations in roller-composition make it impossible to ascertain the correct amount of glue and acetic acid. When the correct formula is secured you may use red or green Diamond brand dye to give the color desired.

A SIMPLE TIME AND TROUBLE SAVER FOR THE PLATEN PRESSMAN.

BY EDWARD A. SEAGERS.

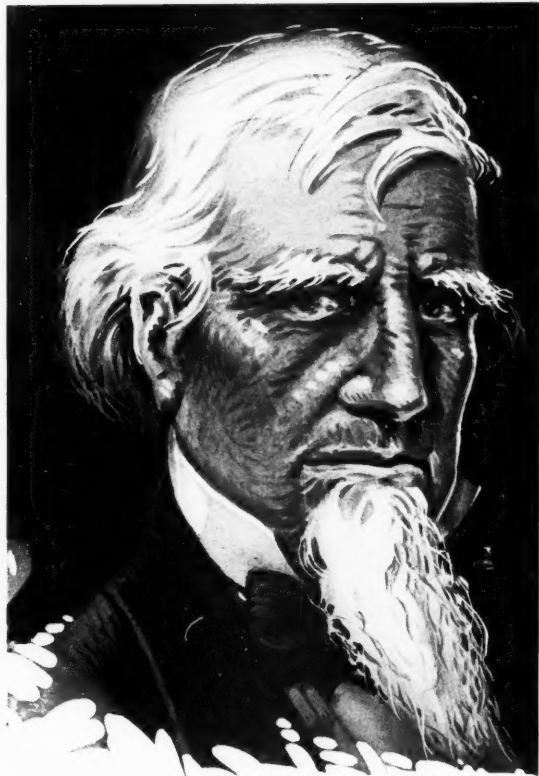


THE greatest time-savers are the simplest. As an illustration, the platen pressman was rooting feverishly through an accumulation of extension grippers, bent brass rule, string, cork, etc., in his private collection of make-shifts. The colored label job he was making ready, with its invisible gripper margins, solid cut in the center, and ink as tacky as a can of mucilage, "had him going." Besides, the extra thirty minutes spent in tying an intricate pattern of string and dangling corks on to the grippers were wasted. The sheet still refused to part company with the form promptly enough to allow the rollers a clear course. He was nearing his wits' end when a trump idea, concealed in a small oblong package, carrying with it the boss's compliments, was sent to him from the front office.

The package proved to be a complete assortment of narrow rubber bands, ranging from four inches in length by one-eighth inch wide up to a giant sixteen-incher. Ten minutes afterwards four of the bands of suitable length were in place, and the job was running. And it was the simplicity of the thing that appealed to the pressroom force.

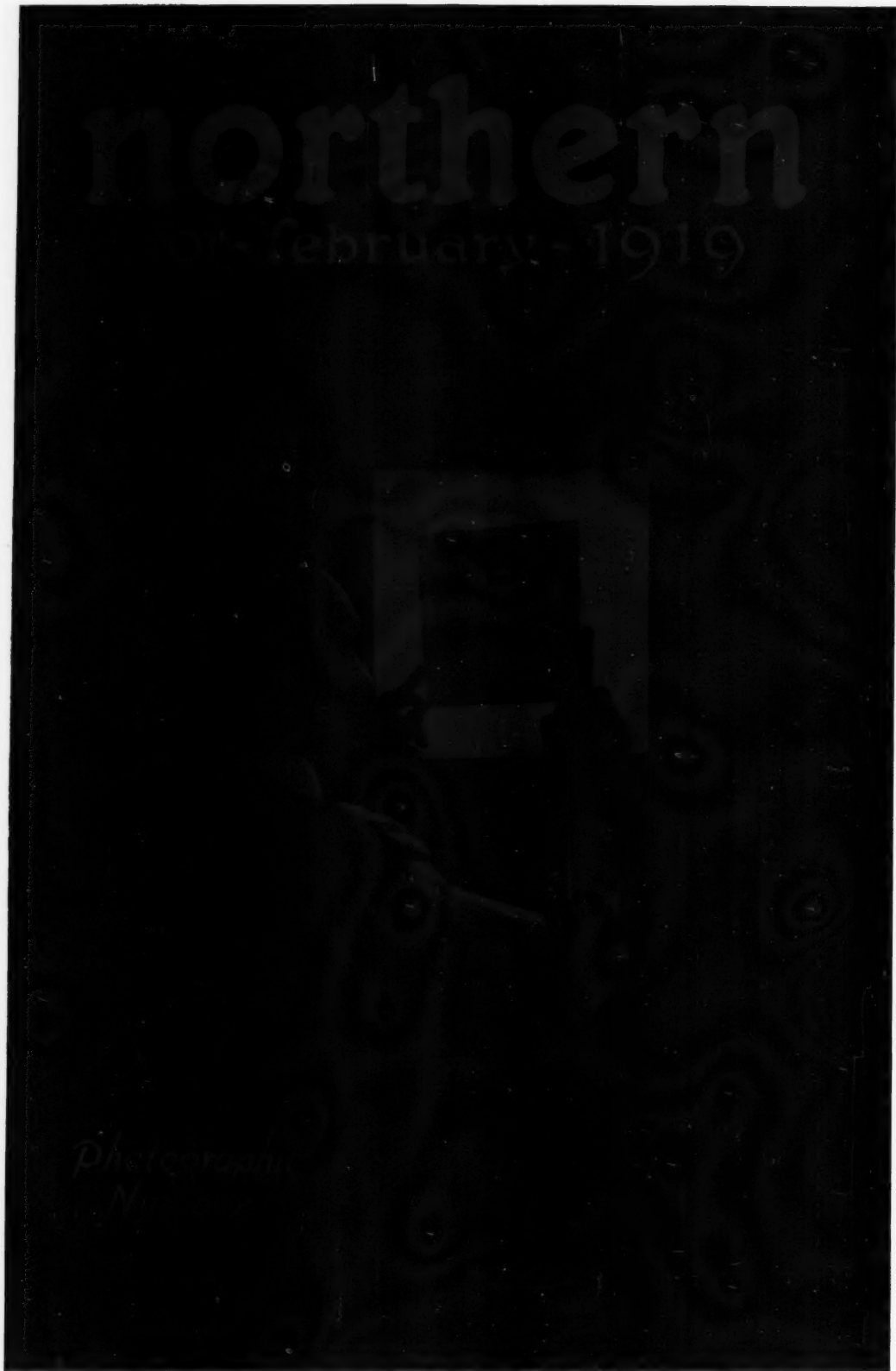
Two or three rubber bands, judiciously placed, we found would draw the flimsiest sheet gently, and with a human-touch motion, away from the most leech-like form; whereas the rigid grippers and taut string had attempted to jerk the sheet away, with disastrous results. Bands longer than nine inches, we also found, having a width too great for practical use, could be slit into half and quarter inch widths. A rubber band could be safely stretched to approximately one and a third times its normal length. A band sixteen inches long, slit into four quarter-inch widths, made excellent labor-savers, stretching easily across a twenty-two inch form. And, further, the rubber bands could be snapped into place instantly, always kept taut, did not work down the grippers, and, because of their gradually increasing yet resilient pull, had an action that was peculiarly suited to the purpose, and one that could not be obtained with any other device.

But it was while experimenting with the rubber bands that the pressman discovered the greatest little time-saver of them all. This was a coil of fine fabric-covered elastic cord, that may be bought in any dry-goods store under the name of hat-elastic. It has a diameter of six points and can be worked between display lines where the space is equal to eight points. It can be cut to any length, knotted as easily as string, and, when made into an endless band, is ready to slip over the grippers at a moment's notice. In fact, it became common practice, on the average run of small jobs, to eliminate entirely the time usually spent in adjusting grippers. These were locked at the extreme ends of the platen; two elastic cords, slipped over the grippers, were constantly in place, and as each job was put on the press the elastics were quickly set in place by sliding them up or down until they gripped the top and bottom of the job, or sometimes one cord between two display lines, when no further adjustment was necessary.



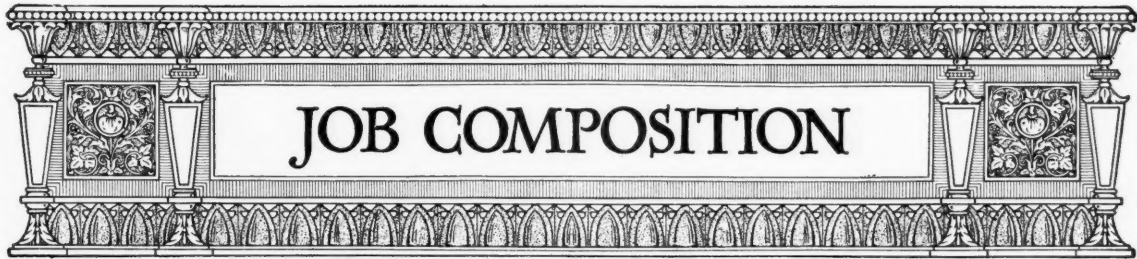
"And they said I wouldn't fight."

Engraving by courtesy of Gatchel & Manning,
Philadelphia, Pennsylvania.



STRIKING — APPROPRIATE — INTERESTING.

The cover-design above is from the house-organ of the Northern Engraving Company, Canton, Ohio. It is peculiarly fitting, as it illustrates, in a most striking manner, one of the operations in plate-making, and all but takes one into the developer's darkroom.



BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

I—THE PURPOSES OF DISPLAY; ITS FUNDAMENTALS.*



DISPLAY composition forms a large portion of the work of the great majority of compositors. Outside of bookwork and the text-matter of our newspapers and magazines, which are now almost universally composed on machines, few printed forms are produced in which the element of display is not involved, to some extent at least. In spite of the fact, however, that display has been to a large extent neglected and slighted by writers on subjects pertaining to the work of the compositor, it remains certainly the most practical and promising — and by no means the least interesting — feature of typography.

Display in printing has been too generally treated as though it were presumed to have no basis in reason, in fact as if its foundation were considered to be shifting and uncertain, and for those reasons results have been more or less haphazard. No assumption could be more erroneous. Display as applied to typography is founded upon the most obvious laws, which if kept firmly in mind will of a certainty lead to successful composition. By that we do not mean to infer that perfection can be attained by rule — practices involving the most exact sciences require the exercise of individual intelligence. Display, however, has definite things to accomplish and definite ways of accomplishing those things. A knowledge of its purposes and fundamentals is a fitting introductory to the study of typography in general.

All too many have a misconception of what display in type-composition really involves. It is much broader in scope than one at first may realize. In the Standard Dictionary, where various meanings of the word are given, we find the verb defined as follows: "To spread before or present to the view; exhibit or make manifest in any way; make conspicuous; especially to expose ostentatiously; parade;" etc. Too many compositors, we fear, work on the assumption that display is pomp and parade, and dress their designs in frills. Display, however, is not mere fancy work; it is not concerned with elaborateness of decorative treatment to satisfy the compositor's whims. In printing, the meaning of the term is best expressed in the first three definitions quoted above.

It is proper in this initial chapter to review briefly the evolution of display, for it is a development, confined not only to the art of printing but to expression in general. We consider such a review even necessary as a foundation lest readers become entangled in mere traditional expedients and practices which have in view no logical purpose or objective.

In the beginning, before the invention of printing, words were written for the purpose of preservation rather than for

publication. The early manuscript, laboriously executed by hand and requiring much time in the making, was essentially a record or memorandum. Eventful happenings were passed from one to another by word of mouth, and memory was depended upon except in those isolated cases where the individual was in a position to refresh that memory from records made on clay cylinders, papyrus, skin or paper. Doubtless these were referred to more for the purpose of being assured of correct understanding than for first knowledge.

An examination of an old manuscript, penned as they were without breaks between words or even sentences, inspires pity or awakens admiration on our part for the man who was compelled to read it for the first time. Reading a book or a manuscript for the first time was an event in those days, not by any means an every-day experience. As time went on, however, the amount of reading-matter increased, and to expedite the recognition of words the letters forming them were grouped together and marked off by dots or even by spaces in accordance with the practice of today. It was then discovered that to preserve literature was not enough, that the *expression* of text in such manner as to make the author's thoughts quickly and accurately comprehended was also necessary.

Printing, in the beginning, was in strict imitation of the manuscript. Later, as was natural, and as is still practiced, both effectually and ineffectually, printers who had movable types began to play with them, placing them in various forms as pleased their fancy. It was at this time that the title-page was first attempted. These title-pages were characterized by a breaking of lines seldom consistent with the sense, a spacing out to provide for the lack of quads and the use of different sizes of letters with ornaments. This was the initial movement in the direction of display, in fact it was elementary display. Experiments in great number have been made in changing the form of typework to facilitate clear reading and comprehension, until the printer of today has at his disposal means and devices of various kinds with which he can vary typography for the attainment of special effects and definite purposes.

Disregarding the useless and ridiculous things that have been done in the name of display, it brings up a host of helpful expedients. It is, in fact, as has been said, a higher form of punctuation. Intelligent display can dispense with punctuation by the use of the conventional points and cause the sense of the language to be even clearer. For example, an ignorant man would surmise that the end of a line means a stop, though he might not understand that a period means the same thing. Parentheses are used to indicate that the matter enclosed is of a subordinate character, but is not that object better accomplished when the matter is set apart in smaller type?

Though a review of the development of display discloses the fundamental reason for its existence — the quality by which

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printed matter may be made to express as well as record thoughts — further reasons are found in the positive need for it in the conditions of literature and business today. The reading of modern newspapers, with their column upon column

Display, the logical arrangement
and emphasis of words in print to
attract attention and to convey
thoughts quickly and clearly

FIG. 1.

of reading-matter, would appear like a herculean task without assurance of obtaining what was desired were it not for the sparkling head-lines — the samples. Advertising has increased by leaps and bounds in volume, and the quality of advertising copy and appeal has also improved greatly, but how few of us stop to consider that display has been one of the greatest factors of advertising success. The competitive struggle for the public attention would long ago have dulled the people's attention if the reading of advertisements entailed the laborious and uninteresting task of sampling the content from solid blocks of type of uniform size. Without assurance of information regarding items in which a reader is interested, who would expect him to read advertisements anyhow? Copy is not paramount — the advertisement writer is not deserving of all the praise for the success of advertising. Presentation is equally as important — the expression of the copy in display by the thoughtful printer is undeniably and in no small measure responsible for the recent marvelous growth of advertising.

It devolves upon the display to select the important points in an item of information and so enlarge, separate or otherwise "spread before the view," again quoting the Standard Dictionary, these points that they may be seen at a glance and thereby, and immediately, give the reader an idea of what is contained or treated of. In effect, display is a table of contents, though more effectual because not separated from the

Display
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FIG. 2.

text and put on another page where it will not be seen, perhaps, but set right across the face of the matter. It is, moreover, a label — a guide-post.

Display, today, has two aims — to *interpret* and to *attract*. The most essential, no doubt, was the aim which inspired the first use — to interpret — though the other is of no mean importance. In some instances, notably the large display lines of advertisements, we are tempted to consider the second aim the more important, as attractiveness is generally necessary to get attention, without which the same and other near-by

display can not function in interpretation. *Attractiveness in display stands for the elements which appeal to the taste, or which command attention, and interpretation for those which appeal to the understanding.*

To be successful, a piece of display must function as follows: First, it must catch the eye by presenting something striking or especially pleasing, and, second, the arrangement must be so logical and easy to follow that a reader will go on to the end giving the matter undivided attention. Attraction and interpretation may be served in common in some instances, yet for convenience of analysis — and in order to get at fundamentals, and to recognize the actual means of constructing good display — no better division occurs to the author.

Display may be made to attract attention and cause typographical matter to appear interesting in form or effect in the following ways:

- 1.— By use of striking contrasts in the sizes of type.
- 2.— By the association of type-faces that are in harmony, resulting in a whole of inviting appearance.
- 3.— By balancing the matter; by symmetry.

Display
the logical arrangement
and emphasis
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FIG. 3.

- 4.— By the judicious use of white space and the contrast its employment affords.
- 5.— By the division of type-forms into shapes of pleasing proportion, as in paneling and paragraphing.
- 6.— By intelligent use of borders.
- 7.— By use of appropriate and interesting illustrations.
- 8.— By color schemes of such pleasing, unusual or attractive nature as will attract the eye.

On the other hand, display may be employed to aid interpretation in the following ways:

- 1.— By the variation in sizes of type to afford distinction between parts.
- 2.— By the use of light and bold-face types or types of contrasting styles together, to place special stress where essential, much like the trained orator emphasizes his prominent thoughts. (It is conceded that contrasts will not be so ugly as to repel and thereby defeat the whole purpose.)
- 3.— By changing measure to allow matter to be broken up in logical or natural divisions.
- 4.— By separation of parts by means of leading, spacing, etc., to make parts stand out through contrast with white space; isolation. (Such divisions enable the reader to give undivided attention to a part at a time.)
- 5.— By the use of color to afford contrast.
- 6.— By the use of illustrations of such nature and in such positions as to lead the reader's eyes to type.
- 7.— By balance or contrast of position. By the placing of important points in such positions and in such relation to each other that the sense of the whole is readily grasped.

In the following articles the elements of display outlined above will be considered for the most part individually. However, to demonstrate at the outset how fundamental some of them are, how they may work together in harmony, or separately, to the accomplishment of both interpretation and attraction, we will experiment, first for interpretation, with the following copy: "Display, the logical arrangement and emphasis of words in print to attract attention and to convey thoughts quickly and clearly."

First we will present the matter set to a fixed measure without effort at grouping or making divisions which would assist in explaining, i. e., interpreting the sentence (Fig. 1).

Every line of type has an end; and when the line stands alone, as stated before, the end marks the completion of whatever is printed in that line. It is true — and here a reasonable qualification is due — that in book and publication text-matter long practice at reading text-matter has overcome this natural understanding that a break from the end of one line to the beginning of another means a pause. Readers have schooled themselves in the practice of avoiding stops and hesitation

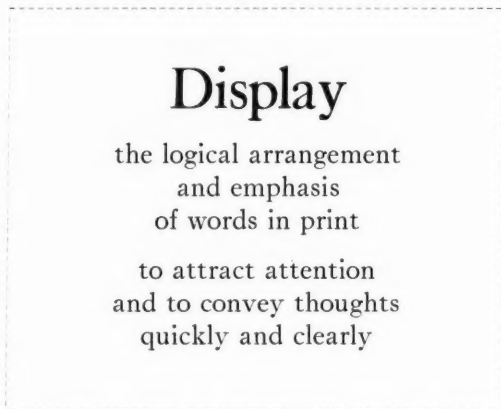


FIG. 1.

at the ends of lines in text-matter. In such matter, however, the lines are always closely spaced and the fact that natural pauses do not occur there is no argument that the understanding is incorrect. We can all remember how difficult it was for us as youngsters to "keep our voices up" at the ends of lines in our fourth readers; and many of us, without difficulty, can remember how our teachers watched us closely as we came near to the ends of lines and urged us on. The natural tendency to pause must surely be conceded. This done, we must admit that in display, where the lines are more widely spaced, good use may be made of the ends of lines to indicate division. Likewise, display makes logical use of small space or large space between lines to convey the idea of relation or association.

Here and now we have what might be called the primary principles of display, the very soundness of which is indicated by the fact that display goes back to these first ideas, which are natural and axiomatic.

To illustrate what division, without variation of size or face of type, will do to make reading clearer and easier — to interpret — Fig. 2 is shown. The reader will note how unnecessary the use of the comma is made and that each line is composed only of words related to each other and dependent upon each other for the fullest expression. It is interesting, also, to note how the word "Display" is emphasized through its position.

Going farther with the matter of division and besides grouping the words which are closely related into the same line, we will group the lines also in accordance with their relationship (Fig. 3). Here we have an arrangement that expresses the thoughts conveyed still more clearly.

The resources of display do not end here, either. It is an axiomatic principle that a big thing is at first sight given more attention than a little thing. In other words, twenty-four point type will stand out noticeably beside twelve-point, and thereby

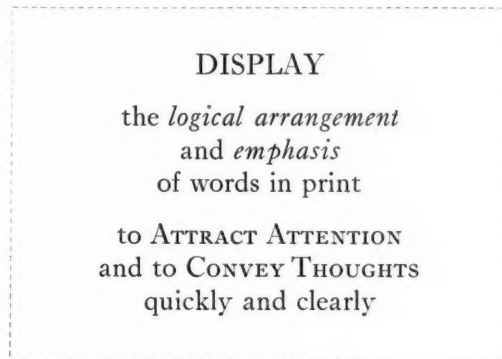


FIG. 5.

constitute display, and emphasis. If, then, we add contrast of size to the means of display already discussed and illustrated and set the most important word or words in larger type than the rest, we have the main point or points thrust at us before we can read the sentence through (Fig. 4). This principle of contrast is employed to attract attention.

In spite, too, of all the divisions and contrasts upon which display depends it still demands harmony and unity for most effective expression, as will be shown in the following articles. Unity is observed in Figs. 1 to 4 as all the type used in each individual setting is of one style. While unity depends on strict uniformity, harmony is broader and permits the intelligent use of different styles which appear well together. In Fig. 5, for example, we have only one size of type, but it illustrates the common and harmonious changes to capitals and italic. In Fig. 6 we go a step farther with display by using Caslon Text with the roman uniformly used in the other examples, all for the purpose of showing that pleasing harmony may be maintained with type-faces that are decidedly different.

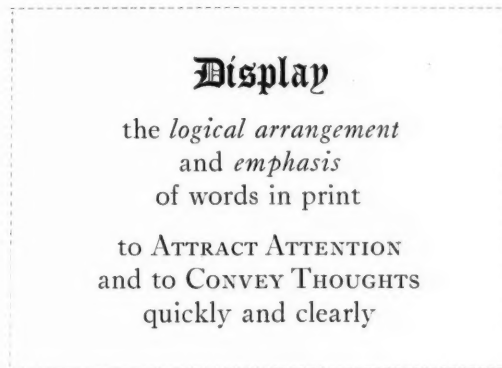
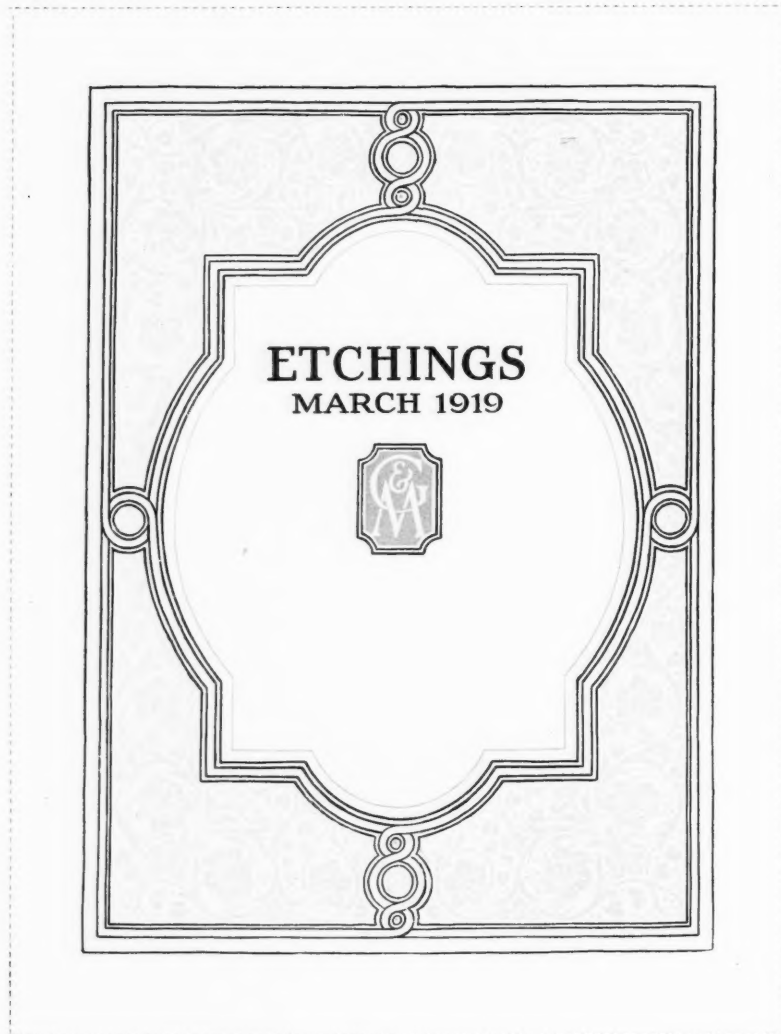


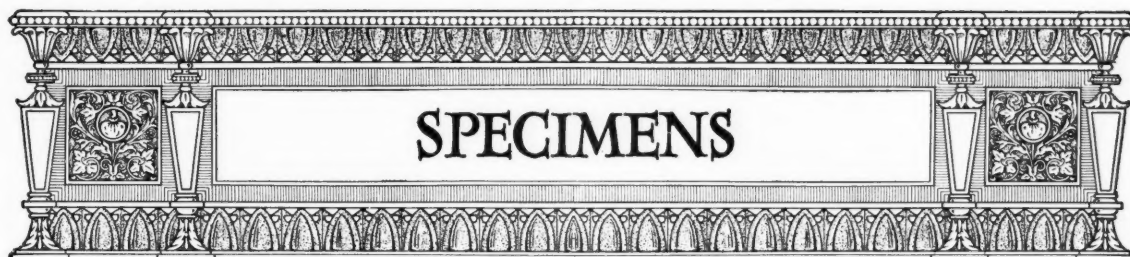
FIG. 6.

Let us observe, in coming to the conclusion of this article, that in these simple examples we have illustrations of the fundamentals of display — breaking into lines according to sense, grouping lines according to relation and emphasis by contrast of size and style of type. Other elements are required for strengthening the effect of these fundamentals — balance, shape, illumination with white space, etc. These elements, while not so obvious, perhaps, are essential to the fullest expression of display and follow the fundamentals in importance.



**DECORATIVE CONVENTIONAL
COVER-DESIGN.**

The first glimpse of Gatchel & Manning's house-organ, *Etchings*, the cover shown above, impresses one most favorably, thanks to an excellent design and attractive method of printing. That the inside pages contain features wholly in keeping with the standard of the cover is indicated by illustrations appearing in the March number of *Etchings*, some of which are reproduced in the "Process Engraving" department of this issue and to which special reference is requested.



BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Requests for reviews by mail must be accompanied by stamped self-addressed envelope.

HORACE CARR, Cleveland, Ohio.—The treatment given "A Proper True Story of the Way of a Certain Little Maiden with a Man," on the card sent out by you as a valentine, is delightfully attractive. The colors are not only pleasing in themselves, but are quite unusual and are appropriate to the occasion.

EUGENE J. VACCO, Pittsburgh, Pennsylvania.—Specimens of your work set in capitals of Forum and Kennerley are handled in such manner as to give the most effective expression to those beautiful roman letters. Your several stationery forms are nicely set in Caslon roman capitals and italic capitals and lower case. We have no suggestions to make for the improvement of the examples sent us.

JOHN E. MANSFIELD, New York city.—Typography on the specimens done by students under your direction in the Boys' Vocational School is very good indeed, and especially neat, while the presswork is satisfactory. The red used for embellishing the inside pages of the booklet containing the address of Dr. William L. Ettinger is too deep, and, furthermore, has a purplish cast, making it unsatisfactory for use with black. Vermilion would have been much better.

ANDERSON & RUWE, New York city.—All the specimens of your work with which you have favored us are representative of the best quality in every feature of production. Particularly handsome among them, we find, is the large brochure for the American Merchant Marine Insurance Company, the cover of which is die-stamped in purple and white. The purple was also used for the decorative color on the inside pages. This brochure suggests all that it might be expected to suggest, and is, furthermore, inviting to the eye and easy to read throughout, thanks to legible typography and wide page margins.

B. W. RADCLIFFE, Macon, Georgia.—Every specimen of the large collection you have sent us is of exceptional quality. The various type-faces employed are utilized to the best possible advantage, intelligent consideration being given the individual qualities of the variety of types in your equipment. The stocks used further enhance the beauty of the typography, and presswork is likewise of good quality. The specimens we would like to reproduce are not subject to satisfactory reproduction, either on account of the colors used or because of the method of printing.

THE MEAD STATIONERY COMPANY, Greenwich, Connecticut.—All the specimens of the large assortment sent us are of excellent quality. Particularly clever are the booklet for the Brunswick School,

A Proper True Story of the Way of a certain Little Maiden with a Man

[Stolen from one of Mr. Hearst's newspapers]

I borrowed Jerry,
Who is a small girl
Of the age of two,
And talks a lot,
But for the life of me
I can't understand her.

And I promised her mother
I'd be very careful,
And get her home
Before dinner-time.

And we started out,
And she wouldn't hold my
hand,
And went in all the door-
ways
Of all the stores,
And went up all the steps
And down again,
And under the swinging
doors

Of a saloon,
And it took us half an hour
To go two blocks,
And I wanted to take her
home,
But I didn't dare.

And on the car
She wouldn't sit down,
And I had trouble with her,
And dropped my cane,
And my hat fell off,
And she got away from me,
And I left my seat to get her,
And we hit a curve,
And I nearly wrecked a
woman

With a lot of packages,
When I tried to save myself.

And I reached Jerry,
And held her on my lap,
And she squirmed,

And kept saying all the time,
"Some more play,"
And pointing to the woman;
And she was a nice woman,
And gave Jerry a chocolate,
And I was afraid of it,
And tried to get it away,
And Jerry squeezed it
So I couldn't get it,
And between the two of us
We ruined the chocolate
So we couldn't eat it.

And at the next corner
We left the car,
And cleaned ourselves up
With my handkerchief,
And crossed the street
To get another car
And go home.

And then I discovered
That in the excitement
Of going out with Jerry,
I'd forgotten my pocket-
book,
And all the change I'd had
Was the nickel I spent for
car-fare.

And we were standing there
In front of a cigar-store,
And a man came out
And spoke to Jerry,
And put a nickel into her
hand,
And I grabbed it.

And when we got home
Jerry was asleep
In my arms,

And I forgave her,
And we're going out again
Next Wednesday.

*Done in Print and sent to You by Horace and Nettie
Burton Carr, Cleveland - Saint Valentine's Day 1919*

Valentine card designed, composed and printed by Horace Carr, Cleveland, Ohio, printer, known all over the United States for the exceptional quality of his work. The original was 4 by 9 1/4 inches in size and was printed in green-yellow and light terra cotta on white card stock of excellent quality. The character of the design and the unusual colors suggest the spirit of the occasion in an admirable manner.

the cover of which is printed in medium brown on buff Strathmore De Luxe, a paper of high quality having a ribbed effect, and the menu-cover for the Pickwick Inn. There is a tendency to set large amounts of reading-matter exclusively in capitals, which practice should be discontinued for the reason that capitals are not nearly so legible as lower-case characters, the latter having become familiar through constant general usage throughout many years.

JOE W. SHORT, Ottawa, Ontario.—Specimens of the work of The Mortimer Company, Limited, continue to interest us greatly because of their uniform high quality. No opportunities are afforded for constructive criticism as the work measures up to the best in appearance and advertising effectiveness. The poster for Rennie's Calf Meal is decidedly forceful in effect, scoring especially high in so far as its power for attracting attention is concerned. As it is also pleasing to look upon — thanks to an excellent design and pleasing colors — it completes the job by retaining attention and thereby getting the message clearly and effectively impressed on the reader's mind, which, after all, is the important thing.

THE PRINTCRAFT PRESS, INCORPORATED, New York city.—The colors employed for printing the announcement of Robert Goldstein's resignation from The Efficiency Press are very pleasing indeed. It is regrettable that the gray ink was so soft, as the fact that it has spread somewhat and does not cover well creates a rather bad appearance. The quality of paper used, a rough hand-made Italian cover-stock, requires a firm, hard impression and a stiff job-ink. The first page is rather hard to read on account of the exclusive use of capital letters which the average person is not accustomed to reading and, therefore, naturally finds difficult. The trade-mark design is quite interesting.

PRIVATE HARRY LESSER, Fort Bayard, New Mexico.—The booklet, "Legend of the Kneeling Nun," is attractively designed and well printed. The long lines of the poem suggested an oblong-shaped booklet, which shape we do not like in anything except a catalogue or pictorial book. The rules of the running head are entirely too bold for harmony, although an effect is secured by such usage which might have been the object of their use. The cover-design should have been placed a pica higher on the page, as, in the exact center, it appears low, thereby affecting balance and producing an effect of monotony in placement, in violation of the principle of proportion.

OTTO H. WISE, Cleveland, Ohio.—The specimens are all very neat, consistent in that respect with examples of your work which we have examined in the past. The program for the dinner given J. Robert Crouse by the War Savings Committee is decidedly novel in its typographic

the border treatment making such inroads on the space that to avoid congestion would necessitate setting the type in such small sizes as to be out of the question. The twelve-point rule, printed in light blue across the top, and linking up with the border of one point rule, adds nothing to the

size, are held, the top sheet of which is imprinted with an attractive letter-head design. In the two smaller pockets on the inside of the flaps, 6 3/4 and 10 inch envelopes, respectively, are contained. We not only admire the plan for supplying customers with test sheets in this manner, but

**JAY GLENN HOLMAN
CHICAGO**

Something decidedly out of the ordinary in personal stationery by the gentleman whose name appears thereon. The original was printed in red and black on buff linen-finished stock of heavy weight with deckled edges at top and bottom.

treatment as it is also in text. The informality of the program should have provoked lively interest and some merriment on the part of those in attendance at the dinner. There is not sufficient connection between the text of the cover-design and the large initial "A" to make the use satisfactory, and the initial is rather too large, but, of course, something had to be sacrificed to secure the extreme novelty which characterizes the work throughout.

THE HUGH STEPHENS PRINTING COMPANY, Jefferson City, Missouri.—The program booklet for the community dinner tendered E. W. Stephens is quite pleasing. The general format, as well as the design and arrangement throughout, is of the highest order, and the presswork is particularly good. Our only suggestion for improvement would be to deepen somewhat the bright yellow-orange used as the second, or illuminating, color on the inside pages. A light brown, we mean, would have been much more satisfactory. On most of the pages the extent to which the yellow-orange is used causes the pages to appear over-warm, and in some instances, particularly on those pages bearing portraits of Mr. Stephens in his youth, the bright color entirely dominates the page. The effect in these instances is displeasing.

JAY GLENN HOLMAN, Chicago, Illinois.—Novel indeed is the design for your personal letter-head and envelope. Printed on buff linen-finished stock of heavy weight, and with deckled edges at top and bottom of the letter-head, the effect is rich as well as striking. The design was printed on the flap of the envelope. The unique design is reproduced to give our readers a general idea of its appearance and to show how really unusual effects may be obtained by simple means.

AMBROSE, THE PRINTER, Jacksonville, Florida.—The small blotter, "Your Printing," while novel because of its miniature size, is not effectively composed, and for that reason it is not likely to prove successful in an advertising way. The arrangement of the type-lines thereon is unavoidably complex because of the use of the trademark line, "The Ambrose Way," which is lettered diagonally, and for that reason does not invite reading. It is also plainly crowded,

general effect of the piece, while taking considerable away by occupying space as indicated above.

FROM George A. Mills and R. H. Parmalee, Albany, New York, printers for the Hudson Valley Paper Company, also of that place, we have received a clever portfolio or jacket, which opens both ways from the center. The same design appears on the front of both flaps, the copy for which is "Empire State Linen. Test it. Tear it. Try it," together with the name of the firm. At the bottom of the three inside pages are pockets, narrow ones on the two folds and a wide one in the center. In the center pocket a number of sheets of the paper cut 8 1/2 by 11, letter-head

we must also commend the attractive and novel manner in which the portfolio has been produced. The jacket was designed by Mr. Mills, foreman for H. B. Baker, and the letter-head by Mr. Parmalee, foreman for the Acme Print Shop.

RAY MATLOCK, Ennis, Texas.—From an artistic standpoint the blotter, "To Merchants," does not score high, although we must admit it does not violate any fundamental principles and is not wholly displeasing. It is, we should say, rather ordinary from the standpoint of appearance. The blotter is quite legible, however, and, though the display was not selected which would make it most effective from an advertising standpoint, it is not altogether bad in that respect. Better display would have resulted by substituting for the main head-line, "To Merchants," the words "Duplicate Sales Books," with the words "We are now prepared to handle," somewhat smaller, immediately above. Likewise, "Your Next Order," the second display line in point of prominence in your setting, is meaningless to an extent, and assuredly without value from an advertising standpoint. One should avoid having a display line printed in red adjacent to a border which is also printed in red.

CARL B. CHAMBERLAIN, Peoria, Illinois.—The title-page for the catalogue of Wickfield Farm Hampshire Hogs, while deserving of praise, considering that you are a two-thirder, is indicative of a tendency which should be overcome. It is too complex, made so by adherence to a preconceived broken panel design, which, we feel sure, rather than the arrangement of the type, was the first consideration. Display, in so far as prominence in relation to importance is concerned, is good, but there are too many display lines of nearly uniform size. Remember, always, the simplest way is the best, and that borders such as was made up for this page serve no purpose except to waste time and handicap the prominence of type. Where there are so many groups, each a force of attraction to the eye, it is natural for the reader to become confused, in which case he can not read with the satisfaction and attention essential to clear comprehension and forceful impression.

The Poppy Field
Dope All Home Grown Stronghold Steve-head gardener

FEBRUARY 28 Month 28 Days

1-2 — "Gee! Look! What a hole sound!"
3-4 — "Dope all home grown" means more to you than state enterprise dopes. Thanks in advance. 1919

5-6 — "Poppy" cartridges supplied by Uncle Sam. For more see "Poppy" calendar of the magazine. 1919

7-8 — "I don't see why prohibition is so hard to get rid of. It's just like the old days when the government was so good." 1919

9-10 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

11-12 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

13-14 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

15-16 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

17-18 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

19-20 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

21-22 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

23-24 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

25-26 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

27-28 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

29-30 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

31 — "Poppy" is a very good thing. It's just like the old days when the government was so good. 1919

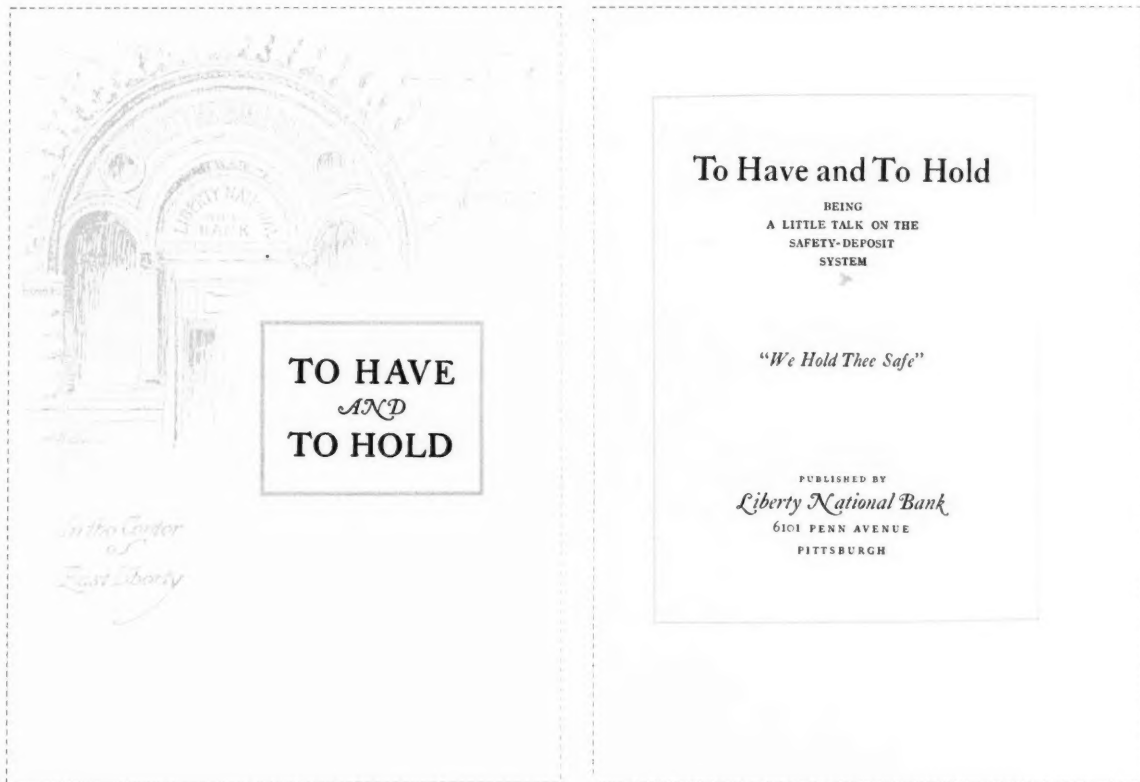
Two-page spread, a regular and interesting feature of *Furnishing Facts*, house-organ of the Brownstein-Louis Company, Los Angeles, California. This publication is regularly produced by Young & McCallister, Incorporated, also of that city.

THE COSMOS PRESS, Cambridge, Massachusetts.—We can not find fault with the specimens you have sent us, in so far as their arrangement is concerned, as, from the standpoints of simplicity and order, they are satisfactory. We do not believe you understand the requirements for the harmonious association of types or you would not use in the same design letters so utterly dif-

holding it in place. They made a very pleasing effect on the banquet table, as about five hundred were used."

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—We find considerable interest in examining the specimens of your excellent typography done in the composing-room of the MacGregor-Cutler Printing Company. Your good work has

sense as interruptions to halt connected and satisfactory reading of the matter, cause the design to fail in the most complete sense. Squared groups are all very nice if, to obtain them, it is not necessary to separate words which are dependent upon each other for sense over different lines, breaking thoughts, as it were, but when sacrifices must be made that handicap in the least



Cover-design and title-page from a beautiful, dignified and readable booklet designed by Arthur C. Gruver, Pittsburgh, Pennsylvania. In the original the printing was in light brown and black on white antique stock.

ferent as Gothic, a highly decorative letter of condensed shape, and block letter, a severe type of extended shape. We suggest that you make a practice of setting each job in one style of type only, as in that case you will be taking no chances with inharmonious results. Watch, also, the matter of contour. Nothing is more displeasing than a type-group of bulky, stiff shape. As a general rule, these effects may be overcome, but on invitations and announcements, we must admit, it is often impossible to overcome bulky shapes as the practically unalterable length of lines determines the shape of the group or form.

JOHN A. FRIES, Harrisburg, Pennsylvania.—The program and menu for the banquet of the Federation of Clubs is a decided novelty. For the benefit of our readers we will state that a military atmosphere was secured by cutting the menu out, after printing, in such form that when folded, and held together by a slight extension in one end pasted on the inside of the other, it gave a good representation of a four-sided tent, in which condition the copies were placed beside the plates on the banquet table. In sending a copy to THE INLAND PRINTER, Mr. Fries, who is employed by Harry A. Kurzenkabe, wrote in part as follows: "You will find enclosed a little program, the result of a request on the part of our customer for something appropriate to the time of war. When folded it forms a tent, on top of which a small American flag is placed, the stem or pole going down into the tent, thereby


been enhanced by careful and intelligent workmanship in the pressroom. In the twenty or more specimens making up this collection we find but two lines set in type other than Caslon, and those two are headings set in Caslon Text, which quite often can be worked with roman Caslon to good effect. The uniform excellence of the work, of which there is quite a variety, demonstrates that sundry type-faces are in no way essential to the production of effective and expressive printing. Especially interesting is the program for the annual banquet of employees of your company, which is quite successfully done in imitation of the work of Benjamin Franklin. The title-page and one of the inside pages of this exceptional piece of work are reproduced, but, of course, our reproduction can show only the style of typography and design. It does not do justice to the original, on which the quaint typography is enhanced by antique white stock having deckled edges, thereby supplying a still more accurate representation of American printing during the Colonial period. The booklet for the Liberty National Bank, "To Have and to Hold," is also an example of fine quality, the treatment of the cover-page, especially, being worthy of praise.

LOUIS W. WERNER, Brooklyn, New York.—The general effect of the cover-design for the booklet, "Graduation Exercises," is very good but the fact that it was necessary to use colons to fill the exceptionally wide space between some of the words, and that these colons serve in a

the fulfilment of the functions for which the design was intended, that is, to convey information clearly, one should not hold himself to such arbitrary shapes of the designs. With the space available on the text pages it seems a shame that the type-lines should be crowded so closely. Presswork is only ordinary.


H. H. COYLE, East Chattanooga, Tennessee.—Of the three stationery forms for the Andrews Printery by far the best is the letter-head on which you wrote, and which is printed from Cloister Old Style and italic. This heading is not only unusual in design, but, better still, it is simple and effective in arrangement, the combination of novelty and simplicity being worthy of high praise. The two invoice forms are so much inferior to this letter-head that it is hard to believe the same man designed and set all three. Both of these forms are entirely too "fussy," and too large a portion of the designs is printed in warm colors. Furthermore, two entirely different styles and shapes of type are employed in these invoices, and the resultant effect is displeasing because of the lack of harmony. Simple styles of arrangement, in which one style—or at least one shape—of type is used, are best. With capitals, lower-case and italic of a good type family, one has all the essentials for variation which one requires for good work. The remaining specimens are of good average quality.

WORCESTER TRADE SCHOOL, Worcester, Massachusetts.—The various examples sent us in your




Y^e Firt
Annual Banquet

as held by
divers Lads and Laffies
*Employees of ye MacGregor-Cutler
Printing Company*



To be held on y^e
Roof Garden of y^e CHATHAM TAVERN
Thursday Even'g, Jan. 9th
1919

Y^e Repast



Go to it, all y^e Lads & Laffies.
Mr. HOOVER is in "No Man's Land"—EUROPE

Gafolene	
Bookbinder's Glue	Ink Reducer
<i>Fancy Relishes</i>	<i>Chicken Broth</i>
Roller Composition	
<i>Sirloin of ye Brindle Cow</i>	
Paper Cutter Clippings	Bees Wax Pudding
<i>Y^e Fried Tomato</i>	<i>Potato Siffole</i>
Reducing Varnish	
<i>Salade Chippenade</i>	
Y ^e January Window Panes	
<i>Fancy Ices</i>	
Canvafs Back Binders—Sliced	
<i>Assorted Cakes</i>	
Frefh Lubricating Oil	Twitted Shipping Rope
<i>Coffee</i>	<i>Cigars</i>

It ain't y^e guns, nor armam'ts, nor funds that they can pay,
But ye clofe co-operation, that makes them win y^e day;
It ain't y^e individual, nor y^e army as a whole,
But y^e everlasting teamwork of every bloomin' foul.

First and third pages of a beautiful program-folder designed by Arthur C. Gruver, Pittsburgh, Pennsylvania, in imitation of the work of printers in Colonial times. White antique laid stock was used, and the folder was tied with hemp. Printing was in red and black.

last collection, the work of students of the printing classes, are very good indeed. The circulars, envelope-slips, and other small forms are especially worthy of praise because of their pleasing appearance, exceptional legibility and effective display. The school publication, *Trade Winds*, is likewise well gotten up and compares favorably with the best of school papers. The text pages are very nicely composed and made up, and the advertisements are good, although, in them, too great a variety of type styles have been used. There is generally, too, a lack of sufficient contrast between display lines in the advertisements, and this is responsible for the fact that in many of them nothing stands out to command attention. Compositors should select the one or two big features in every advertisement and display them strongly, holding the other lines down so that the important lines will have the advantage offered by contrast to heighten their display effectiveness.

THE JOHN P. SMITH PRINTING COMPANY, Rochester, New York.—The "Lincoln Souvenir" is a beautiful folder, idea and execution alike being deserving of high praise. A brief description should prove of interest to our readers.


The first page is made up of an oval half-tone portrait of Lincoln, printed in black over a somewhat larger oval of a light buff tint. Outside this buff oval the white paper shows for a space and then an oval line about six points wide printed in gold appears directly inside another

oval, approximately a pica wide, printed in black. These two outside oval borders are embossed with a die of such nature that in combination with the black and gold coloring an excellent representation of an old-fashioned frame is produced. Inside this frame the white stock

represents the mat, and the oval background in buff the portion of the portrait appearing through the mortise in the mat. The second page is blank, except for a few dedicatory words which appear in the lower left-hand corner. The third page bears Lincoln's famous letter to Mrs. Bixby, a mother who had lost five sons in the war. This is printed from Caslon types over a solid panel background in buff.

LOUIS A. LEPIE, Jersey City, New Jersey.—The general design of the Pratt Institute catalogue cover is good, but several serious faults are plainly apparent. The border is entirely too prominent and spacing between letters is not at all good. With type, the space available will not always permit of the extra space required between full-faced capitals such as "I," "N," "H," etc., to make spacing of the line throughout with such other letters as "T," "V," "W," etc., therein, appear uniform, but in hand-lettering,

THE FRANKLIN-TYPOTHETAE OF CHICAGO
FOURTH ANNUAL MEETING



THE Franklin-Typothetae of Chicago will hold its Fourth Annual Meeting Thursday evening, October the thirty-first, at six sharp at the City Club, 315 So. Plymouth Court

The year that is now coming to a close has been filled with unusual activities. A retrospective view of these activities will be presented in brief reports by your officers and by division and committee chairmen. Proposed amendments to the constitution will be voted upon and the *Annual Election of Officers* will take place. Entertainment Committee will provide *special features Dinner, \$1.25 per plate*. Please be prompt. Plates must be guaranteed; so be sure to send in your reservation

J. W. HASTIE, President
C. L. WOODFIELD, Secretary

The original of this announcement-circular, which was 12 by 9 inches in size, was decidedly handsome, though we find that much of the original beauty has been lost in the reduction. Printing was in vermilion and black on white antique stock. By Edward A. McGrady, with the Sleepeck-Helman Printing Company, Chicago, Illinois.

YOU ARE INVITED TO INSPECT AN EXHIBIT
OF THE METHODS AND EQUIPMENT OF THE
COMMITTEE ON CLASSIFICATION
OF PERSONNEL OF THE U. S. ARMY
AT THE NORTHWESTERN UNIVERSITY BLDG
DEARBORN AND LAKE STREETS
TUESDAY, WEDNESDAY AND THURSDAY
FEBRUARY ELEVEN, TWELVE AND THIRTEEN
MORNING AND AFTERNOON

COLONEL WALTER DILL SCOTT, professor of psychology at Northwestern University, founded the Committee on Classification of Personnel and directed it throughout the war. The system disclosed a man's capabilities and indicated his possibilities and, through a series of tests, enabled the creation of an army which could be quickly adapted to the huge tasks that it undertook. This involved a large organization; at the end of the war, COLONEL SCOTT had more than 7000 men engaged in personnel work.

It is believed that the group of specialists who handled the work should not be allowed to scatter, now that their war task is ended, but that the results of their combined experience should be made available for the solution of present problems in industry.

The Scott Committee is now preparing to turn from the problems of the army to those of industry.



PROOF

PLEASE read this PROOF carefully and return at once with original copy. Work cannot proceed until you return the PROOF with your "O.K.," or marked "O.K. as Corrected." All changes from the original copy will be charged for as author's alterations. Always sign your name so that we may know the PROOF has reached the proper party

MacGregor-Cutler Printing Co
PITTSBURGH PLATE GLASS BLDG
Main & Grant 1655

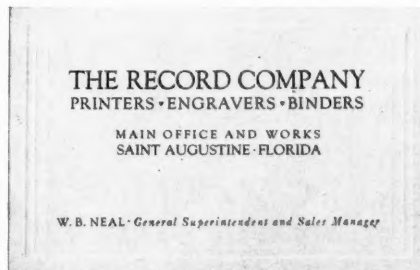
An unusual invitation form. The folder on the first page of which this was printed was folded in the center of the white space apparent between upper and lower sections. The upper section embodies the invitation proper while the lower part is made up of informative matter concerning the speaker and the nature of his war work, which was the basis of his speech.

This envelope-slip is shown not merely because of its excellence in design and typography, but in order that our readers may, if desired, adapt the copy to their own needs. Original was printed in red-orange and black on white Old Stratford stock. By Arthur C. Gruver, Pittsburgh, Pennsylvania.

where one is not held to fixed sizes of letters, and where, if necessary, he can change the proportion of some letters slightly, there is little excuse. The stiffness and irregularity of the lettering indicate that considerable practice must be done before you can hope to do work in that line suitable for reproduction. Your exceptional ability as a designer of typography should place you in a position to develop rapidly in the art of lettering. The same faults pointed out in the Pratt design, with the exception, perhaps, of spacing, are apparent in the "Opportunity" motto-design, hand-lettered in Gothic. We doubt whether you would set a line entirely in Gothic capitals. Why, then, letter a line entirely in capitals of this beautiful though illegible letter?

G. GARRETT MIERS, Allentown, Pennsylvania.—The letter-heads which you have composed from copy used by THE INLAND PRINTER are rather neat. We can not, however, reconcile ourselves to the use of decorative swash italic capitals, made only for beginning and ending words, in the middle of a word set entirely in capitals. Furthermore we can see no beauty or effectiveness in a line of italic capitals. In form, the setting in which the italic capitals are used is the better, particularly in so far as symmetry and balance are concerned. The red used is of the carmine variety, a shade which does not look

well with black, and which has a tendency to make the black look "rusty." Red-orange, in fact a red similar to vermilion, is by far the best for use with black, as such reds cause the blacks used with them to have a luster, the orange reflecting a bluish cast in the blacks. In this letter-head you have made the street address altogether too prominent in relation to the size of type used for the name of the city, and the



Handsome business-card by Howard Van Sciver, Jacksonville, Florida. The type-matter was printed in brown, and, in the center, and under the type-matter, the trade-mark of the firm was printed in a light blue tint, which, unfortunately, has been lost in our reproduction. The blind-embossed border, which may be faintly seen, added much to the appearance of the card, for which buff stock of good quality was used.

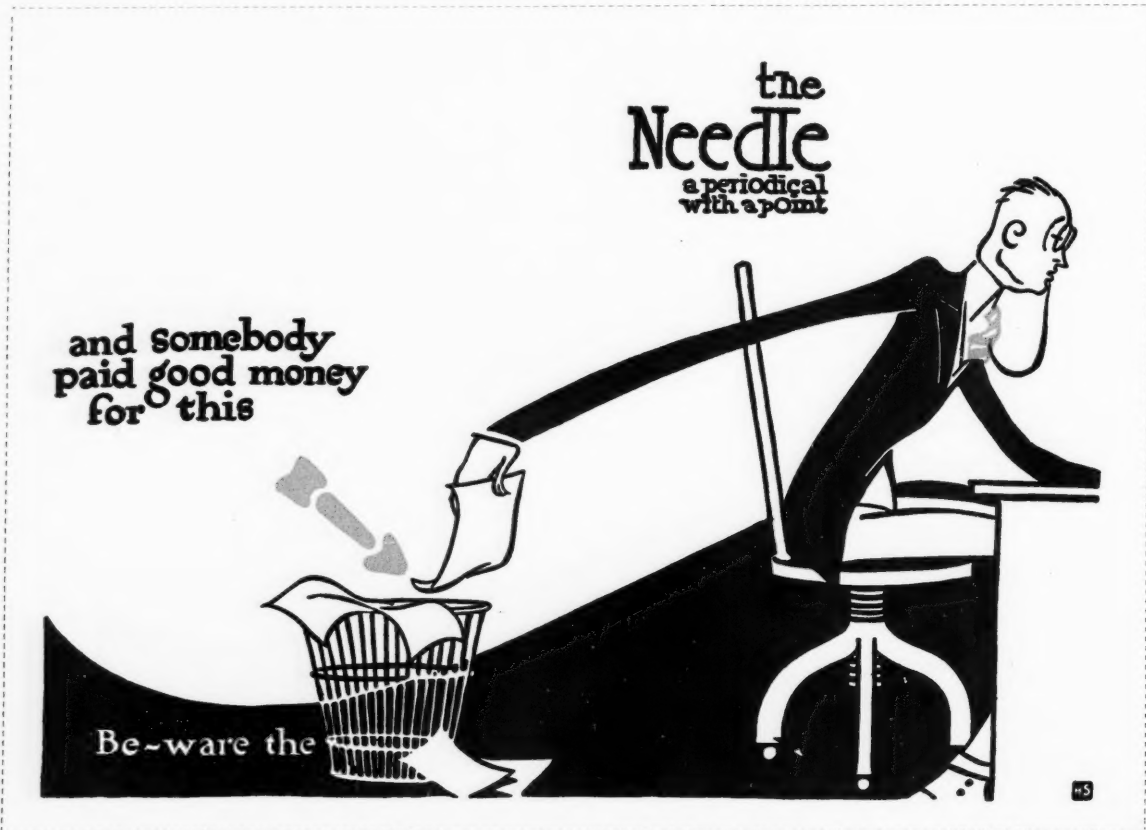
line printed in red is not in its logical position, both of which facts are due to an effort toward perfection of symmetry in the form of the group as a whole. The heading in which roman capitals were used for the main display line is faulty, particularly because of the fact that the matter in the upper left-hand corner does not balance that in the upper right-hand corner, there being two rather long lines in lower-case in the first instance and one rather short line in capitals of roman and italic lower-case in the second. Here, too, the street address has been made too large.

BAXTER PRINTING COMPANY, Baxter Springs, Kansas.—Work is of good quality in every way, superior by far to the average run of printing from plants in towns the size of Baxter Springs. Simplicity of arrangement and intelligent selection of type-faces are features responsible for much of the pleasing appearance of your work. We admire especially the letter-head for *The Baxter Springs News*, set in Cheltenham Medium and printed in brown on white stock. The decoration at the top, a floral ornament with the letter "N" inside in the center, and parallel rules extending on both sides to within a half inch of the edge of the sheet, does not conflict with the type. It adds just enough ornamentation to obviate any tendency toward severity, which results to a

greater or less extent when type-matter alone is used in conventional forms of arrangement. On the interesting business-card printed in light orange and black the fine parallel rules between the two bottom lines, which are squared up at the ends, do not harmonize with the rest of the scheme, and the forced arrangement of this section and the opening between the two features of the last line create an effect which is not in keeping with the novel and pleasing appearance of the remainder of the design. The various other letter-heads sent are also simple and in thorough keeping with the quality of

is placed at the optical center of the page, the words last quoted appearing in the lower right-hand corner. The text pages, and the advertising pages interspersed throughout, are practically uniformly set in Caslon and further carry out the suggestion of quality created by the cover. Presswork on the half-tones, of which there are many, and the type-matter is excellent throughout. The booklets, "The Beautiful Grounds Book" and "Silver Lake Estates," are likewise representative of the best quality and should convince buyers of printing in your section that they can gain nothing by going elsewhere for

only for that reason but also because the margins are not in accordance with the approved progressive style. The running heads do not line up as they should, and on many pages the top margin is greater than the bottom margin. For most pleasing results, as stated, the type-page should be of the same proportions as the paper page; that is, the length of each should be in the same relation to the width and the margins should progress in width around the page from the back to the bottom. The back margin should be to the front margin as two is to three and the top margin should be related to the bottom margin



Front and back covers from *The Needle*, house-organ of Young & McCallister, Incorporated, Los Angeles, California. The covers of this publication are always unusual in art and color treatment, as is this one, and the waste-basket invariably appears as part of the scheme, usually appearing on the back page.

the heading for the *News*. Avoid the use of italic capitals exclusive of lower-case and do not letter-space text type. The character of the various text or Gothic alphabets is such that they are pleasing only when the lines and masses reflect the character of the individual letters, to do which they must be compactly spaced as to letters, words and lines.

HOWARD VAN SCIVER, Jacksonville, Florida.—The product of The Record Company has always been representative of a high standard of quality, and it has not suffered in the least since you have become composing-room executive. Notable among the examples last received is the large brochure, "The Golf Links of Florida's East Coast." The cover suggests both quality and dignity, and should therefore appeal strongly to the class of people to whom it was doubtless sent. The cover-stock is a dark gray crash-finish paper, the front edge of which is deckled, and on it a design made up of an emblem, the title in capitals, and the words "For Reading Table," in italics, appears in gold. The emblem is also embossed and, with the lines of the title,

their high-grade printing. The business-card for The Record Company used by Mr. Neal is quite out of the ordinary, and, in addition, delightfully pleasing and rich in appearance. It is reproduced, but, of course, we can give only a general idea of its appearance in our half-tone. Unfortunately, some of the best printing we receive is not adaptable to proper representation by our reproductive processes. The advertisements for the Florida Citrus Exchange are of excellent quality, typography, illustration and white space being skillfully employed in combination to form a most effective appeal.

WARTBURG PUBLISHING HOUSE, Waverly, Iowa.—Display effectiveness is the most prominent good quality found in the various commercial specimens, which are otherwise quite satisfactory, also, in spite of the fact that in several the type is crowded. The general format of the book, "R. F. Weidner, D.D., LL.D.," is pleasing; the first impression created is a good one. Serious faults, however, mar the appearance of the inside pages. The pages of text are not in proportion to the paper pages, and are unattractive not

in the same ratio. The half-tone portraits are invariably placed below the center of the pages, whereas they should be placed above the center. In the exact center, owing to an optical illusion, because of which the eye sees incorrectly from a vertical standpoint, such illustrations appear below the center and in poor balance. It is to overcome this illusion that illustrations, as well as type-pages, must be placed above center. While the size of illustrations will not always permit of placement according to proportion, when they are rather small in relation to the page they can be placed thereon according to that rule. That means the space from the center of illustrations to the top of the page will be to the space from center to the bottom of the page as two is to three. The opening lines of paragraphs should not be placed at the bottom of a page, as to do so breaks up the regular and rectangular contour of the page. In like manner it is a still more serious fault to have the last line of a paragraph appear at the top of a page. Presswork is reasonably good, considerably better, in fact, than the features of typography and design.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Negatives for Planographic Printing.

The photoengraver being frequently called upon to make negatives for the lithographer, who may require them for photolithographic transfers for printing on stone or metal, for either direct printing or offset printing, is frequently puzzled as to whether the negatives should be reversed or not. W. J. Smith supplies the list following, which tells the lithographer's requirements:

- Negatives for printing direct on stone or metal..... Reversed.
- Negatives for photolith transfers and offset printing..... Reversed.
- Negatives for colotype transfers to stone or metal..... Reversed.
- Negatives for printing direct on metal and offset printing..... Direct.
- Negatives for printing on photolith paper..... Direct.
- Negatives for positives to print on copper and etch intaglio..... Direct.

New Ideas Due in Processwork.

"Inventor," Pomona, California, asks: "Is there a method of planographic printing in the flat-bed type of press which would be less expensive for limited printings than the method which uses relief engraved plates?"

Answer.—There is likely to come into notice almost any time now a method of printing that will meet your requirements.

Several such processes have been tried by the different governments during the war for quick map reproduction, some of them still being retained in part as government secrets. New ideas in processwork are about due, so that the next few months are likely to bring interesting developments. The same idea is expressed by William Gamble in the Penrose Diary for this year, when he says: "As things are at present, little or nothing is being done toward devising new methods, new apparatus or new processes. Processwork is just marking time, but we believe it is destined to make an immense leap forward now that the war is ended."

Relief and Offset Plates From Same Negatives.

A Western engraver asked this question: "I am making four-color half-tones for a book publisher who wants the same subjects for posters printed in colors by offset four times larger. How would you recommend doing this job?"

Answer.—Make your four-color half-tones on copper the same as usual. Before blocking, have lead-molded electrotypes made from them to be used as the relief printing-plates. Clean up the copper half-tones thoroughly with soda, acetic acid and salt, chlorid of iron, or whatever you use for brighten-



Illustrating How an Added Touch of Color Gives Attraction Value.

The above illustrations show the old Independence Hall, Philadelphia, opposite which is the home of Gatchel & Manning, engravers, through whose courtesy these engravings are shown here. Commenting in *Etchings* on the two-color specimen at the right, Gatchel & Manning state that this is "Not a picture in the ordinary sense, but of undoubted 'eye-catching' value. The apt, pat, or odd has advertising value, even if not strictly academic."

ing up the etched copper. Re-etch the high lights until the finest dots disappear entirely. Pull proofs in black ink on coated paper, leaving on the registry points. On a solidly built camera, showing no vibration, use these half-tone proofs of the high-light half-tones as "line" copy and make negatives enlarged four times, which can then be used for making prints direct on metal for offset printing, as they do not require reversing and consequent loss of register.

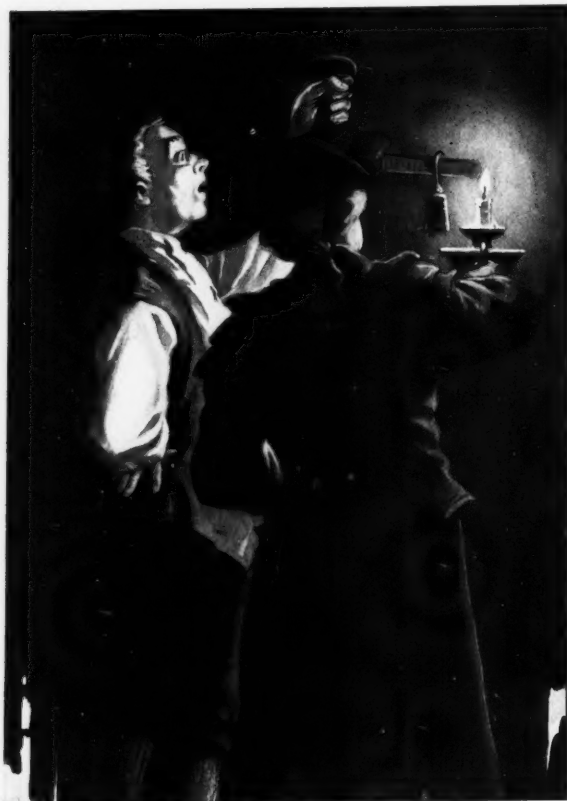
Photographic "Figures, Facts and Formulae."

The Photo-Miniature, No. 173, with the above title, just received, gives much information for engravers, among which

who we hope has survived the war. His address is 150 Boulevard Montparnasse, Paris, XIV, France.

"Author," Philadelphia: To get photoengraved plates of the old cuts in that medical work, go to the New York Public Library, where you will undoubtedly find a duplicate copy of the book. They also have a Photostat apparatus by which they can make for you, at little cost, paper negatives to turn over to your engraver, who will do the rest.

J. B. Brown, New York: There is no difference in the process, whether it is called "rotary photogravure," "gravure," or "rotogravure." The first is the proper name for it; the second is an abbreviation like "typo" for typographer; the



Demonstrating that Copy in Colors Is Not Necessary for the Production of a Set of Color-Plates.

The plate at the left illustrates the original copy in one color; the one at the right shows how a piece of tracing or tissue paper is fastened on the copy, the desired color being indicated thereon, while the plate on the opposite page shows the finished engraving in two colors. Shown here by courtesy of Gatchel & Manning, Philadelphia.

is this idea for making a few prints from letters or any copy in lines printed on one side of the paper only:

"Lay the copy to be reproduced in the printing-frame in contact with a sheet of contrasty, glossy gaslight paper. Expose to light and develop with M-Q and plenty of bromid to give an intense print with absolutely clear lines. When this print is dry, lay it face down on a clean blotter and with a hot flat-iron saturate the paper with paraffin until it becomes translucent. It is now a negative from which bromid prints can be made; or, by long exposure, prints can be made by the albumen process on zinc for line-engraving."

Brief Replies to a Few Queries.

"Publisher," Boston: There is a book, "L'Heliogravure Rotative," by M. F. Van Dijk, which was mentioned in this department about five years ago. It was largely an advertisement for a press. To learn about it, write to M. Henri Calmels,

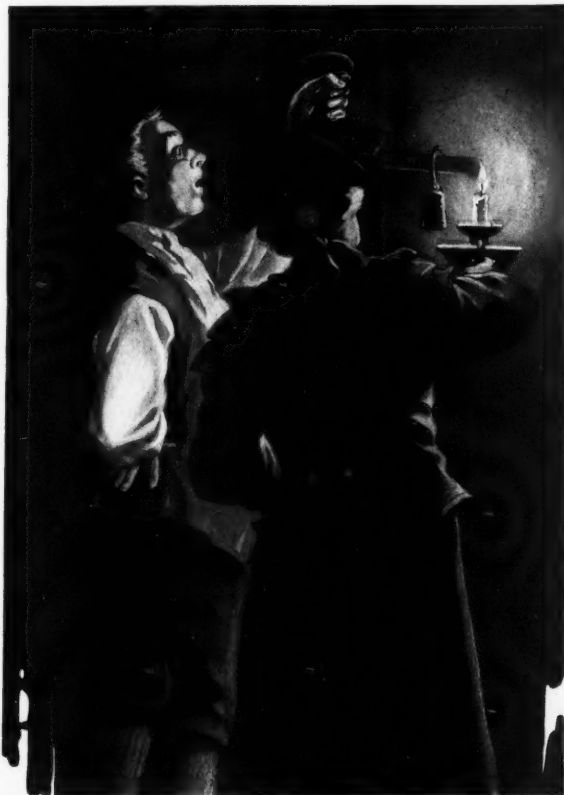
last name is a trade-mark name which the Germans gave it when they claimed to be the inventors, but which pretension was exposed in these pages years ago.

Reducing, or "Cutting," Negatives.

"Photographer," Columbus, Ohio, who complains of trouble with the "cutting" solution will be interested in what the *British Journal of Photography* says on this matter:

"Failures may be due to making the iodine solution, and, again, to the varying strengths of commercial cyanid. The secret of causing the iodine to dissolve completely and quickly in the iodine is to add just enough water to dissolve the crystals of the iodine, scarcely more than required to cover the crystals, and then to stir in the iodine flakes. These should dissolve almost instantly and will remain in solution on diluting with water to the desired volume. But if there is an excess of water used to dissolve the iodine, then the iodine flakes are dissolved

only after much shaking or stirring and sometimes can not be made to dissolve completely. Want of reducing power in the combined iodine and cyanid solutions is very often due to insufficient cyanid. The latter may be largely contaminated



See description on preceding page.

with cyanate, which is inert in forming a reducer. The solid cyanid used should be of a quality guaranteed up to eighty or ninety per cent."

Photographic Printing on Wood.

"Wood Engraver," St. Louis, who asks for a simple formula for printing photographs on wood from reversed negatives, is offered the following:

The sides of the wood block are rubbed with heated wax or paraffin. This is to keep moisture from injuring the wood. Three solutions are kept in stock ready for use:

- 1.—Gelatin: 16 gr. of gelatin to 1 oz. of water.
- 2.—Silver nitrate: 80 gr. of silver nitrate to 1 oz. water.
- 3.—Citric acid: 40 gr. of citric acid to 1 oz. of water.

The white of an egg is beaten to a froth and left standing over night.

To sensitize a block, take: white of egg, 1 dram; gelatin solution, $\frac{1}{4}$ dram; best zinc white, $\frac{1}{8}$ oz; ammonium chlorid, 5 gr. Rub these to a paste in a glass mortar and while rubbing drop slowly into the paste 30 minims of the citric acid solution and 30 minims of the silver nitrate solution. Paint this on the wood block very thin, seeing to it that the block is completely covered. Dry quickly in the dark and print under negative in the sunlight as usual, timing the print so as to keep a record of what length of time is best, which will vary with different negatives and different lights. Fix the print in the darkroom by holding it face down for a few minutes in a tray of hyposulphite of soda. Get this soda from a photographic supply house and you will find directions for use on the package.

Wash the "hypo" from the face of the wood quickly and remove the moisture with damp chamois or blotter. Dry quickly. This will give a brilliant print with no film to interfere with the gravers. The wood is not injured by chemicals, if you are careful to wet only the surface of the block.

Louis Edward Levy.

One of the distinguished "old-timers" among photoengravers, Louis Edward Levy, passed away recently at his home in Philadelphia. He was stricken with apoplexy while on his way home at night and died instantly. He was a native of Bohemia and seventy-three years old. Fortunately, on March 25, 1915, Mr. Levy contributed to the Franklin Institute, of which he was vice-president, a paper on the "Development and Recent Advances of the Techno-Graphic Arts," which was afterwards reprinted. This paper contains a detailed account of Mr. Levy's experiments and services to photoengraving, and is therefore a historical document. At the time of his death Mr. Levy was president of the Graphic Arts Company, president of the Association for the Protection of Jewish Immigrants, president of the Jewish Community of Philadelphia, and a director in many of the Jewish charitable organizations. He is survived by his widow, two sons, Howard S. and Lionel F., and a daughter, Hortense, who has been serving as a telephone operator with the United States Signal Corps in the Army of Occupation in France. Max Levy is a brother of the deceased.

"ETCHINGS" FOR MARCH.

The acid test of a house-organ is in the results produced by it. Whether the results are sufficient to make it worth while will depend upon how well the character and quality of the work produced by the house issuing it are set forth therein. Of the many house-organs received each month by THE INLAND PRINTER, but few will pass this test as successfully as the little organ known as *Etchings*, issued by the well-known photoengravers, Gatchel & Manning, of Philadelphia. *Etchings* for March maintains the high standard set by its publishers, and sets forth in such splendid manner the advantage of good engravings and of a little touch of color that we have secured the use of some of the plates and are showing them on these pages for their instructive value. The cover-design, an artistic specimen, is shown on page 60.



Just a Little Touch of Color Adds the Charm of Distinction.

Engravings by courtesy of Gatchel & Manning.

THE PRINTERS' PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Direct Advertising Campaigns.

One of the chief objections to a large proportion of the direct advertising employed by printers is that it is too general in character. Generalities lead to vagueness and consequently a reduction in the force of appeal. Draw the attention of any person to a piece of printing that is suitable and beneficial to that particular person and you have taken a long step toward getting him to buy it. Place the matter before him in such a way that he must analyze and worry over the problem of its application to his own business and you have taken a chance shot with its limited chances of success.

Direct advertising affords a better opportunity of using this specific appeal to the individual than any other form. Printers are in a better position to employ it than any other class. To illustrate, I am going to outline here a campaign of this sort which the Herald-Statesman Publishing Company, Columbia, Missouri, is putting on at this time with most unusual success.

Stationery.—Believing that the women of the community would be willing to buy note and letter paper that is individual and personal, the company made a careful list of every woman in the city who, it was thought, would be in the market for such stationery. Then the address of each woman was printed on three samples of stationery of good quality, including envelopes. These were mailed. When a woman received this piece of direct advertising she found a piece of stationery with her home address neatly printed at the top, also her home address on the back of the envelope. Inside the top sample of paper was a neat blotter, cut to fit within the fold of the sample sheet, on which was printed the firm's appeal. The message on the blotter was to the effect that she might buy stationery that was individual and distinctive at a very moderate cost.

"Stationery is something that should represent you personally," says the message on the blotter. "Instead of buying it on a shopping tour when you 'run out of writing-paper,' why not select your stationery and send your written messages on stationery of quality, taste and design that is representative of you personally?"

The samples and the blotter formed a forceful appeal, with the result that the company has started a good-sized

business in personal stationery among the women of the community. These women will become regular customers. They will change the size, color and type of their letter-heads and envelopes occasionally, but the chances are a dozen to one that they will give the Herald-Statesman Publishing Company many repeat orders.

Professional Printing.—Following the same idea as that used with the women regarding personal stationery, the company listed all of the professional men of the community, the dentists, lawyers, doctors, teachers (it is a college community), etc. To those in each of these professions the firm sent a separate piece of direct advertising with samples of business stationery, letter-heads or prescription blanks, as the case happened to be, on which was used the name of the man to whom the advertising was sent. This advertising to the professional men carried the same specific, individual appeal as in the former case, and the results were more than satisfactory.

Business Printing.—The same advertising idea as explained in preceding paragraphs in connection with the women and the professional men of the community was carried out with the business men and firms of the city as the objectives. To the head of each business firm went samples of stationery, cards, circular headings—always with the name of each firm conspicuously used. A bid for the printing of circulars, display-cards, catalogues and all other forms of printed material which a firm might be in the market for formed the basis for the appeal made in the message sent to each along with the samples. One point that the firm emphasized was the necessity of allowing one printer to turn out all of the printed matter of a business institution in order that there might be a uniformity in the quality and appearance of the printed products.

Social Organizations.—Another class of business that the Herald-Statesman Company reached through this method of personal appeal, printing individual names in each instance, was the printing of stationery, programs, statements, notices of meeting, menus and other forms of printed material used by fraternities, lodges, churches, societies and other organizations. The community served by this printing firm is the seat of many fraternities and sororities, and the result of this campaign was favorable.



FIG. 1.

What the Herald-Statesman Company has done in a restricted territory any small-community printing establishment may do. The various campaigns cost more than a general one, yet the increased expenditure was not so great as one would think at first and the results certainly justified the labor and money spent. As far as possible, spare time was used

Graphics

OUR TROUBLE LOCATER



[The twenty-third article in the series
on mastercraftsmen in our organization.]

Every business run on up-to-date lines there is a man whose duty it is to look after the little things that go wrong. For it is a fact so obvious as to be an accepted truism that little unexpected things will happen even in the best-regulated families.

Wordsworth says somewhere that the best part of a good man's life is in the little, unremembered acts of kindness and of love. As an accompaniment to that it might be said that the worst part of a business man's life comes from the little, unexpected grains of sand that fall into the works.

[12]

FIG. 2.

from day to day by the printers in preparing the many different samples. The campaigns were of a highly individual character and pulled much more business than a campaign of a more general character.

"The Business Builder."

From the plant of the J. W. Burke Company, Macon, Georgia, comes the first issue in March of the company's house-organ, *The Business Builder*. It is a convenient-sized booklet of sixteen pages and in general is quite attractive typographically. The front cover of this new publication is shown here (Fig. 1).

Here is what *The Business Builder* says about mailing-lists: "In advertising direct to customer it is not necessary to have a large mailing-list to start with. Five hundred select names of possible customers are better than five thousand miscellaneous and out-of-date addresses. Start right and build up your mailing-list each month as inquiries come in."

On the question of ordering in large quantities, the house-organ presents these facts to patrons and prospective patrons:

"If it takes ten thousand of a certain blank to run your establishment for a year, do you order in quantities of two thousand or three thousand at a time and then ask the printer to hurry it up as you have only one or two copies in the office? In ordering forms, why not get enough at one time to last a year? You can in this way save several dollars on your printing and you will not have to be ordering so often, nor will you be out of blanks when you need them."

Of printers and printing we find the following paragraph: "While the printer has lost much because of his mistakes in business judgment, his customers have lost more in failure to turn his skill to their advantage. Business men can get vastly more out of a printer than a low bid, and it is reasonably certain that they can get less from the lowest bidder than even the low price calls for; because, while he may be weak enough to bid low, his dilemma forces him to strike as hard a bargain in delivery as his customer does in buying. . . . Choose a good printer; and by all means trust him, just as every other man wants to be trusted."

And this about service:

"In printing, quick delivery is not always service by any means. Sometimes it happens that delivery by a fixed date is the most important service to be rendered, but more often service to the buyer consists in taking time to do the work accurately, the possession of that knowledge of the uses to which the work is to be put that will enable the printer to grasp the purpose of the buyer and to intelligently collaborate with him in the production of work that exactly meets his needs. Service to the customer of a printing-house also consists in the ability to advise with him in the preparation of his forms so as to secure the highest results and economize labor."

I have a double purpose in mind in reproducing these extracts from *The Business Builder*. First, to give an idea of the

ARCADY'S INK POT

**Arcady's
INK POT**

NEXT to having a goal to work to, the big thing is to have the guts to see it through.

"STABLE motion and mobile stability constitute the reconciling contradiction which enables us to reconcile all contradictions." Ah, how true!

THERE'S a business building opportunity for you in mail advertising. To make the most of it is the problem. We can help.

"THERE is a story worth printing about every business. The man with a nose for news can find it, write it and send it to his customers—and hunting for the story is far more profitable in the long run than hunting for customers."

THE longer I live the more certain I am that the great difference between men, between the feeble and the powerful, the great and the insignificant, is energy—invisible determination, or a purpose once fixed and then victory or death. That quality will do anything that can be done in this world—and no talents, no circumstances, no opportunities, will make a two-legged creature a man without it.—Buxton.

WRITTEN, PRINTED AND MAILED each month to our customers, and folks we'd like to have for customers. To subscribe, simply send in an order for printing, multigraphing, addressing, mailing lists, engraving and the like. One dollar a year to those outside the pile. Free sample copies upon request.

THE ARCADY PRESS AND MAIL ADVERTISING CO
"From Ideas to Mail Sack"
222 Stark Street, Portland, Oregon
Phones: Main 8839; A 2812—use 'em

Joe R. GERBER..... President
Tom W. GERBER..... Vice President

EVERY package and every letter should carry a printed message along with it.

CONSTANT hammering away will eventually penetrate the toughest stone—and the most solid ivory.

MORE men have become successful by getting into a tight place where they had to produce than ever got there by merely wanting to succeed. Don't be afraid to take responsibility.

FIG. 3.

contents and character of this new house-organ; and, second, because it may be helpful to disclose to printers who are either issuing house-organs or contemplating issuing them what sort of advertising material is being used by their fellow printers. Such material as used in the publication of the J. W. Burke Company falls into the class of good house-organ copy.

"Direct Advertising."

Direct Advertising, "a publication by the Pierce Printing Company, makers of and believers in direct publicity, wherein we regularly take our own medicine," is once more being issued by the Pierce Printing Company, of Fargo, North

Dakota. The house-organ was not abandoned by the printing firm because it was not obtaining results, or otherwise proving a failure, but the Pierce company explains that its slogan is "The house of prompt delivery," and during the war it found that it could not live up to that promise, hence it would not be guilty of putting out a "fake ad."

Direct Advertising is a good illustration of the type of house-organ that any printing company can issue at moderate cost, and if other companies can make theirs as good as the Pierce company does this one they will find it a profitable advertising investment. There is no colorwork, and no attempt at elaborate ornamentation — not even a cover — yet by a combination of good printing, including display, presswork and stock, it presents a most satisfactory appearance, and its contents are worth while. This is not intended, of course, as a reflection on those firms which do issue more pretentious house-organs, but rather to indicate that house-organs are within the realm of possibility for all printing firms. Their effectiveness depends not so much on cost, or elaborateness, as on the quality of the contents and the character of the printing.

Among other things the Pierce company takes cognizance of the progressive movement for the writing of more efficient business letters, and contributes this to the discussion that has become more or less general on the subject:

"Until the business schools have a higher requirement of basic education upon which to build a stenographic training and turn out graduates who can 'get' a letter that is not dictated in one-syllable words and in copy-book phrasing, how is the poor business man to improve his letters?"

Here is another interesting remark from *Direct Advertising*:

"Every printer these days, in the hope at least of not cramping his field of usefulness unduly, claims to be a 'Specialist in Advertising Printing,' same as every butcher proclaims 'Fresh Meats.' But your careful house-lady applies an inquiring nose to some of the fresh stuff. A speculative eye applied in the same spirit to the intended product of the printer will save many a 'cramp' akin to ptomaine-poisoning, and save dollars to be spent in printed advertising that will pay."

"Graphica."

One of the interesting features of *Graphica*, the house-organ published by the Herald Press & Advertising Agency, Montreal and Toronto, Canada, is the department devoted each month to a sketch of a "master craftsman" of that organization. The March issue of the magazine tells of Phil Smith, the trouble locator of that organization. A page of *Graphica*, illustrating this feature of the magazine, is shown (Fig. 2).

Phil Smith and his duties form the material for the twenty-third article of the series to be published in *Graphica*. We quote from the article as follows:

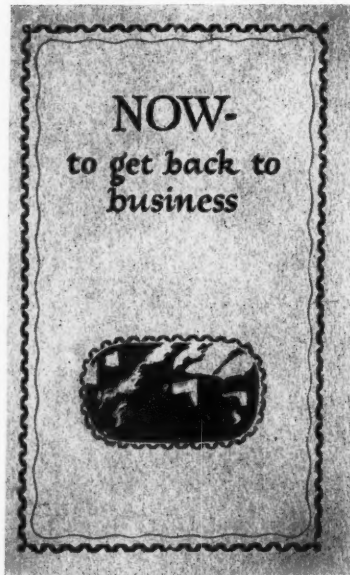


FIG. 4.

which is reproduced (Fig. 3). It is a neatly arranged page where the Arcady Press & Mail Advertising Company, Portland, Oregon, groups pertinent comment on printing, advertising and kindred subjects. Among those in the January issue is this:

"There is a story worth printing about every business. The man with a nose for news can find it, write it and send it to his customers — and hunting for the story is far more profitable in the long run than hunting for customers."

Just what application of this truth was intended I am in doubt, but it points out something that printers with advertising departments should consider, and that is that a "nose for business news" is an essential qualification for the production of good advertising copy. I have mentioned elsewhere

in this department the fault of dealing in generalities in the production of direct advertising. The objection might well be extended to all forms of advertising. Assuming that all advertising is business news, which is no longer considered a theory but a fact, a news sense becomes a requirement for producing advertising literature that interests, that attracts and that appeals.

Back to Business.

There is shown here (Fig. 4) the cover of a small folder issued by the Bachmeyer-Lutmer Press, Cincinnati, Ohio, containing an appeal for the use of direct advertising in rebuilding business following the war. We quote from this interesting folder as follows:

"At such a time as this, nothing can so quickly or so thoroughly hold the attention and interest of the prospect as well-written and well-printed business literature. A well-chosen booklet or folder which carries your message properly is at once a creditable representative of your business and an intelligent salesman of your product. It reflects the character of the firm behind it."

After the war - business again

NOW that the war is won you are concentrating your thoughts on business once more. You realize what you have neglected and resolve to get back the business you may have lost thru attention diverted to essential war factors.

Possibly you have seen strangers enter into new competition with you. There will be others. Here is a special danger to be offset.

Your loyal customers will be asking new cooperation of you.

FIG. 5.

The front page of a folder issued by The Edwards Company, Youngstown, Ohio. The title in large type discloses the character of the advertising appeal which was carried through on the succeeding pages.

THE THIRD DIMENSION OF COLOR— CHROMA.*

NO. 4 — BY E. C. ANDREWS.



LET me refer again to the definition of chroma as given by the Century Dictionary: "The degree of departure of a color sensation from that of white or gray; the intensity of distinctive hue; color intensity." Surely the definition is clear enough, and yet those who have worked with color for years sometimes confuse chroma with value when two colors of unequal value and chroma are compared. In a booklet entitled "Color Balance Illustrated," published in 1913, Mr. Munsell outlines a nine-year course in color for school use and does not introduce a scale of chromas until the sixth year. This is because a child recognizes hue first of all — the red of a flower or toy; then the lightness or darkness of that red — its value; and lastly the dullness or intensity of the red — its chroma.

The course suggested is for lessons of only twenty minutes a week. In the first year the child uses Munsell crayons and learns the five principal hues, namely, red, yellow, green, blue and purple, and places them in correct order. He contrasts middle-value, middle-chroma colors with the strongest colors and notes the differences. Later he makes comparisons of various colors collected at home with these standards. This is followed by a special lesson in each color and simple designs are prepared. The second year is given up to the intermediates, yellow-red, green-yellow, blue-green, purple-blue and red-purple. The third year the scale of values in colors is taken up. The fourth year is principally review. In the fifth year the child prepares a value-scale of each of the ten hues. Chroma appears in the sixth year and is developed in the seventh and eighth years. The ninth year, or the first year in high school, gives the first insight into interior decoration, taste in dress and design, combined with nature study. It is obvious that four articles of this nature can not cover the work of a nine-year course, but I assume that most of the readers of *THE INLAND PRINTER* are familiar with color problems as they relate to printing, and it was my purpose to point out here the need of standardization of terms and color-scales. The need of three dimensions in naming a color is obvious. The desirability of a decimal system is obvious. The Munsell system offers both of these features and more. The instruments for testing are yours if you care to investigate for yourself. The Color Atlas, which covers the entire gamut of the ten colors in all values and chromas, is ready to assist you in making your problems easy. The instrument is at your disposal — a cabinet of colors — each color standardized so you know just how a given color will dominate the page. You can be more sure of color balance than the average artist who works without the Munsell system, providing you are able to measure the area you intend using in square inches. This matter is taken up in detail in "Color and Its Distribution in Printing." The method is by the ruler, planimeter, or by the eye if the eye is trained to judge relative areas accurately.

In the last number of *THE INLAND PRINTER* I stated that in three value combinations, areas, disregarding the question of their position, size or shape, will balance if the contrasts which they make with the background or the decorative color are equal steps in the value-scale. It is principally in the size or area of the color used that the effect of the color is gained, although the distribution is important also, more especially in the effect of the design rather than the balancing of the colors. It is by means of raising or lowering the chroma of a given

*This is the last of a series of four articles on "The Need of Standardization of Color Terms—the Work of A. H. Munsell." The illustrations are taken from "Color and Its Application to Printing."

color that we compensate for a small or large area in the design itself. As a general rule, colors of high chroma should be confined to small areas — the higher the chroma the smaller the area — and, conversely, a large area should approach neutrality. If two colors of like chroma are used, equal areas will balance,

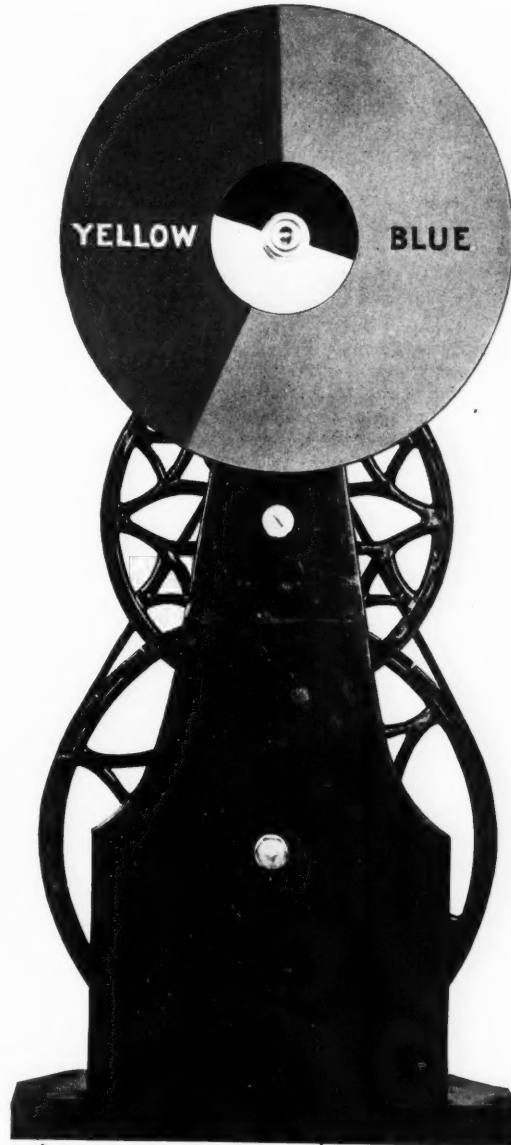


FIG. 6.

but if the chroma of one is lower than the chroma of the other it must be given a proportionately greater area. If the chroma of one color is eighty and the chroma of another forty, four square inches of the eighty chroma color will balance eight square inches of the forty chroma color.

A word about the method of standardizing chromas: This is done by rotation and the device is similar to that shown in Fig. 6. If two colors are complementary they will, when rotated, produce gray, providing the areas are inversely proportional to the chromas as stated above. In the example shown, the yellow is what would be called a normal strong yellow and the blue a strong ultramarine blue. In fact, these are the hues of yellow and blue usually selected by the adherents of the

exploded red, yellow, blue, orange, green, purple theory as two of their so-called "primaries." Yet they are complementary and the other "primary," red, lies between them. Surely this theory covers little more than half of the color circuit.

In Fig. 6 both yellow and blue are mounted on slitted cardboard disks, as indicated in Fig. 7, so that they may be brought together in varying proportions. The percentage of area is measured by placing a circular scale, divided into degrees, back of the colors. In the colors illustrated it requires fifty-eight per cent of purple-blue to balance forty-two per cent of yellow. If we arbitrarily made that yellow the standard of chroma, or one hundred, the purple-blue would have a chroma of 72.4 (see page 63, "Color and Its Application to Printing"). Since the values of the yellow and purple-blue are not the same, the one being near eighty and the other near thirty, the value of the gray produced would lie between the two, or around fifty-five. With Munsell middle-value, middle-chroma colors, equal areas of complementary colors produce a gray of the same value. The test would read

Area X-red, 50 value, 50 chroma
plus Area X-blue-green, 50 value, 50 chroma
equals Area 2 X, gray, 50 value.

Without examples in color it is impossible to illustrate balance of chroma except by figures, which would only further impress the rule of inverse proportions mentioned before. I trust you have become sufficiently interested to provide yourself with measured standards of the Munsell system and that you will experiment with problems of color balance until the

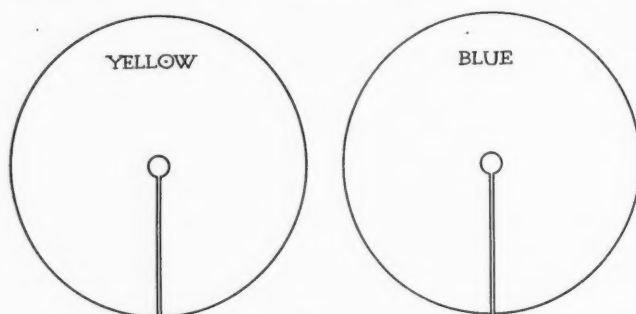


FIG. 7.

solution is a simple matter where the areas may be readily estimated.

In closing, let me emphasize the principal division of color schemes as applied to cover-designs and type printing.

1.—Black and white with scale between. This is a balancing of values only, the contrasts of the neutrals in the axis of the color solid.

2.—Black on white or colored stock, with scale between and one decorative color. This is a balancing of values, with a decorative color of suitable hue and a chroma in proportion to the ratio of its area to the area of the type-matter.

3.—Black on white or colored stock, with a scale between and more than one color. This is a balancing of values, with a decorative color selected according to No. 2; the type color should always be low in value and chroma, a dark, somewhat neutral color. The red, yellow and green-grays are, next to black, best adapted for this purpose.

4.—Colors alone on white or colored stock. This is a balancing of values in colors alone, with the hues and chromas selected according to Nos. 2 and 3. If stock is colored its hue should be considered the first color of the combination.

Color schemes may be analogous or contrasting. By analogous, I mean a given color and the color immediately to the right or left of it in the circuit of ten hues. By contrasting,

I mean the given color above and its complement (which is the color directly across from it in the circuit of ten hues) or the color immediately to the right and left of the complement.

Harmony may also be gotten by balanced contrast. This is where the second color is neither analogous or contrasting to the first color, and a third color holds the second in place and avoids the results of simultaneous contrast. It is explained in detail in "Color and Its Application to Printing."

In the selection of color schemes by any of these methods, the first problem is to balance the values as previously outlined and then adjust the chromas in inverse proportions to their respective areas. If you will experiment with measurable areas of the Munsell colors you will find the difficulty of solving color problems becomes one of life's pleasures rather than one of the added vexations of the printing industry.

GETTING NEW BUSINESS.

BY JACK EDWARDS.

An engraving firm in the Middle West follows a plan of advertising that secures the maximum of favorable results at the minimum of expense. This firm makes a specialty of high-class wedding invitations and announcements, together with fine visiting-cards and writing-papers. Naturally, not all of the people in the community in which it does business are potential customers, but a certain class, a definite class, may be induced to order its products. So the management does not waste its time and money in promiscuous advertising, but concentrates its selling arguments into forms that must appeal favorably to the limited field open for conviction.

The securing of rosters of names of members of exclusive women's clubs provides the firm with mailing-lists of a high percentage of sales prospects. It may be safely assumed that each person so listed does use the specialties that the firm desires to bring to their attention, whether or not they happen to be in need of them at any given time. So few items of advertising are wasted by the company, as would be the case if they advertised their line in haphazard fashion.

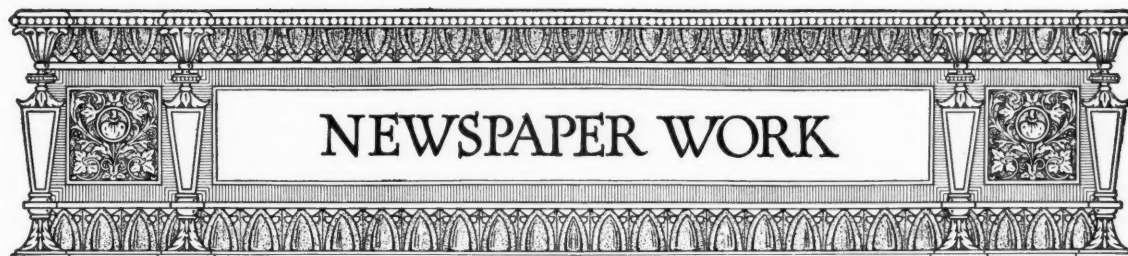
By examining the social columns and society pages of local publications, this specialty house is made aware of those in its community that should be in the market for certain of its products. The news item that Mrs. Jones is to give a party in two weeks furnishes the information that Mrs. Jones should be interested in their line of invitation forms, and they get into communication with her. The paragraph that discloses that Miss Smith soon is to be married suggests that Mr. and Mrs. Smith, father and mother of the bride-to-be, should be in the market for some announcements, and that Miss Smith herself should be interested in their line of wedding invitations.

In such a case as the latter, the management of the engraving house sees to it that the postman delivers to the young lady in the case, as soon as possible after the announcement has appeared in a paper, the following message, nicely engraved and embossed on appropriate stock, in an envelope of the proper material and regulation proportions:

"The Blank Engraving Company requests the pleasure of your inspection of their engraved or printed products, embracing exclusive styles and forms in wedding invitations and announcements, visiting cards, address and monogram dies and a full line of ladies' fine writing-papers—social invitations of any nature.

"We carry only the latest sizes and 'correct forms' for every social need. 'Skill and knowledge, blended in an atmosphere of experience, is distinctly elegant and pleasing.'"

Concentration of advertising permits of a firm's expending profitably more money within a smaller scope, avoids unnecessary waste, and makes the best impression on the ones that it is hoped to impress.



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter, and stamped self-addressed envelope enclosed when reply is desired by mail.

Questionnaires Very Interesting.

For the second time this year the Iowa Press Association used the questionnaire scheme for gathering and compiling information relative to many phases of newspaper work and also concerning job-printing prices and methods in shops connected with newspapers. The result has been of such interest that we commend the plan to other associations as a feature that is worth more than the reams of papers written and read at the meetings. Nebraska Press Association used the same questionnaire that the writer hereof prepared for the Iowa Press Association, and with equally good results considering the short time they had to get it under way and compiled. Fortunately, in Iowa, a young man, Prof. Harry R. O'Brien, connected with the department of agricultural journalism of the Iowa State College at Ames, was secured to compile and make a complete digest of the information thus secured, and he presented his report with large charts and figures so that all present at the meetings could get the benefit. He performed the same service for the Nebraska association.

In this questionnaire were set out briefly questions bearing first on newspaper work and problems, and next on job-printing, etc.

Professor O'Brien first separated the 126 Iowa papers replying into classes based on circulation — up to 800; then 800 to 1,200; then 1,200 up to 1,600; 1,600 to 2,000; 2,000 to 2,500; 2,500 to 3,000, and 3,000 to 3,500.

The questionnaire report then showed how many of these papers of each class used patent insides, how many home print, etc. All papers of 3,500 circulation down to 2,500 reported all home print; three of 2,500 down to 2,000 used patents, and none of the class from 2,000 down to 1,600 used ready print. Below 1,200 the rule was the other way, and those from 800 to 1,200 were fifteen patents to four home print.

The above is an example of the way the questionnaire brought out the information desired.

Another example worth noting and especially commendable to other States was the question regarding subscription prices of weekly papers. Of the 126 papers replying, seventy-nine are now getting \$2 per year as subscription. Twelve of these are of class one, 800 to 1,200 circulation; fifteen are of class two, twenty of class three, ten of class four, thirteen of class five, and only five of class six and four of seven — the latter classes being the least numerous reported. But two of all the 126 are getting \$1.75 a year, while forty-two are still getting the old \$1.50 rate, and but two of the entire number are \$1. Of those reporting, eighty-three raised their subscription price in the last year and forty did not raise. Seventy-eight of the 126 reporting are cash-in-advance papers, also. Mr. O'Brien showed that the increase in subscription price for these eighty-three papers was an average of 21 cents for each subscriber, and, basing it on their circulation, he stated that this puts approximately \$40,700 per year into the pockets of these few publishers.

Several of the papers reporting are now charging \$2.50 for "foreign" subscribers, that is, those that are outside of the paper's immediate territory.

Similarly, the questionnaire got the information on advertising rates and increases made during the past year, showing that a general tendency to better rates has been manifest, and an actual raise in inch rates of 2.4 cents average.

Following the newspaper line the questionnaire was used to gather information on the price for publishing bank statements, the price for locals by the line, the price for all legal publications, for want advertisements, for cards of thanks, etc.

Questions regarding job-printing in newspaper offices took up first the matter of sale bill prices, then of legal blanks, of letter-heads, of law briefs and bar dockets, circular letters, envelopes, statements, etc. The variation in charges was shown to be remarkable in these things — and yet no more so than we have found to exist in some of the large cities where the printers operate exclusive job-shops.

Another interesting fact brought out in the questionnaires was the matter of wages paid for foremen and machine operators in country newspaper print-shops. That these prices have gone up tremendously was admitted, and now the range is still wide, depending on local conditions. Rate-cards and some sort of cost system have been adopted in the past three years, since the educational work of the Iowa Press Association began to be felt, by a large percentage of the papers replying.

With such a vast array of information compiled and presented at one meeting of any press association the members will have more food for thought and study and more inspiration to get their own nerve up where it belongs than in any other one thing we have seen tried. We commend the experiment of the questionnaire to other associations, no matter what it costs.

Official Publicity.

The use and value of official publicity is something that the public should be educated upon, or in. There is a false conception many times of the use of such publicity, and while lawmakers in every State have recognized the necessity for publication of reports and doings of officials, boards and commissions, and always for the benefit and protection of the public, there are often many people in each community who seem to believe the cost of such publicity is a donation or "graft" for the benefit of the publishers. This subject is an important one that was dealt with by Senator Edward M. Smith, of the *Winterset Madisonian*, at the meeting of the Iowa Press Association held early in February, and Senator Smith, himself a stickler for honesty and fairness in public and private business, also dwelt somewhat on the abuse by the newspapers of this publicity business. Newspaper publishers too often attach too much value to legal publishing as a revenue producer, and, relying on it, in some cases neglect other more important branches of their business and eventually lose or

fall by the wayside because of it. But the worst feature is when publishers themselves quarrel over such legal publishing and begin uttering incriminations against each other. Politicians and others who have grievances against newspapers individually use such circumstances to work against the business as a whole by deriding such official publicity, and to make it appear as an overpaid feature of the newspaper business or a useless expense to the public.

There can be no doubt that the light of publicity does more to compel care and honesty in public office than the electric light in the alley does to frustrate strong-arm men and burglars. As stated by Senator Smith, Theodore Roosevelt suggested in a big national scandal over the manipulation of coal and iron lands that publicity of all such transactions would absolutely protect the public, and prevent such charges and acts of corruption against the public. And this is the basis for all legal publications — to give due and timely notice to the people of the service of their public servants — not to benefit or enrich the publishers.

We are reminded in this connection by a clipping from a recent issue of the *Brooklyn Eagle* in which publicity is given to a quarrel between the newspapers of a county on Long Island, the trouble arising out of the adverse action prompted against the papers by some public officials who may or may not have designs against the press. Before designating the county papers the board made the publishers sign an agreement which gives them but half rate for the county publishing — and the newspapers took it, all but one of them, which was assigned a part of the work. All the publishing was divided up into classes and none of the papers got all, or anywhere near all, they were entitled to. The fact that the large volume of tax sale publications made the award of that item the chief contention carried the publishers into a bitter and harmful controversy that reduced their pay fifty per cent, and to a point that doubtless takes from it all profit.

A Type Standard Wanted.

A demand has been voiced from several States that some standard should be established for designating body-type sizes. This demand comes from the fact that in many States the law requires official publication of laws, notices, board and commissioners' proceedings, etc., in a certain size of body-type "or its equivalent." Now, the equivalent is the point to be officially determined by some authority of the Typotheta organization. For a long time it has been the opinion of the writer that the dominating national organizations of type handlers and users, together with the manufacturers of type, and possibly in conjunction with all organizations having to do with the making and handling and measuring of type, should have joint committees to determine how many ems of any size of body-type shall contain the alphabet. Referring to this matter once in conversation with an experienced printers' magazine publisher, we were informed that there already is such a standard. But when we insisted on being shown the fact, the investigation developed that such standard applied only to the size of certain letters with relation to the size of others in a certain size of type. What is wanted is a standard that will make official all over the country the number of ems of any size of body-type that shall contain all the letters, from a to x y z &. Thus, it seems to us, the "equivalent" can be arrived at certainly, precisely. For instance, a law now requires that \$1 shall be paid for ten lines of brevier, or eight-point type, "or its equivalent." Using the square em of eight-point as a basis, 195 ems make ten lines. Likewise, using nonpareil or six-point type, 195 ems of that size may be said to be the equivalent of the 195 ems of eight-point. But — and here comes the difficulty arising from this sort of standard — the six-point type may be a fat face, so fat as to run line for line with the eight-point type of a leaner face. Is this, then, an "equivalent" of

the eight-point, counting 195 ems of both? Officials and others having to do with measurements of type and allowance of bills for publishing can not see the justice of such a standard — and, in fact, there is no justice in it if advantage is taken of the difference in face sizes. Therefore, in the absence of any established standard regulating the number of ems that shall contain the alphabet, there is confusion and sometimes charges of graft and crookedness, both in the matter of composition and official charges for publishing, that should be remedied. The national typographic organizations would perform a service to publishers and printers everywhere by either making known any existing standard that takes care of this matter or by giving it their attention in the near future. Who will be the one to serve the craft by starting the ball rolling?

Also a Code of Ethics.

Another matter of interest, to all newspaper publishers at least, is the establishment of a "code of ethics" that will apply to large and small newspaper publishers — an established code that will be a reasonable and fair guide to the things consistent and competent newspaper publishers should do and should not do. We have, in all sections of the country, criticized and confounded the ethics of the medical profession because they taboo newspaper advertising. Likewise, some legal organizations recognize certain forms and practices as being correct and necessary for the higher standard of the legal profession. Have the newspaper publishers, large and small, of this country not risen now to the standard of a profession, and should they not be recognized as such? In at least one State such a "code of ethics" is proposed and will in due time be promulgated. Suggestions will be in order from anywhere and everywhere as to what this code should contain.

An inquiry along a line that would be covered in such a code of ethics as is suggested above comes to the editor of this department as to whether or not a weekly newspaper publisher should loan his subscription list for the benefit of patrons who wish to use it — presumably for the circulation of advertising matter other than that appearing in his own paper. Here is the publisher's inquiry:

"It has always been the custom of this office to refuse to give out our subscription list to be used as a mailing-list. In compliance with this policy it has been necessary several times recently to gently but firmly turn down local merchants on a request of this kind. We have always reasoned that our list was something of great value, being quite complete and corrected as to addresses, and that in order to get the benefit of it the advertiser should use the columns of this paper for his message."

Most truly, the list of a newspaper's subscribers is of great value. It has cost the newspaper publisher an average of \$2 a name to get and hold it. If he has a list of but one thousand names, the advertiser wishing to use it for matters outside of the paper is asking for the loan and use of property worth \$2,000, the use of which deteriorates and detracts from the value of that property more than would the use and abuse of a two-thousand-dollar automobile deteriorate its value. Not only that, but the safety of this list is important. It can not be peddled to others without seriously damaging the owner. Copies of it might be readily made and sold at considerable profit, if it is a live list. Our judgment would be to say no, as this publisher has done, kindly but firmly, and explaining the situation with frankness and pride that he has such a list and values it more than he values the house he lives in or the automobile he rides in. The virtue and integrity of his list must be maintained; once peddled as public property it would soon become a thing despised and misused, and those whose names are on this list have a right to be protected from such barter or trade of their names, even by business men.

A country publisher who has for a long time contemplated making the agate line the standard of measurement for his display advertising space, and did, in fact, undertake to establish such a rate for his paper of 2,000 circulation, has backed up on the proposition and advises us that he has found it to be impracticable and not desirable from the advertising agency standpoint. Possibly. Country papers of that class have universally adopted the inch rate for display advertising and quote their rates that way. Larger papers and magazines, that have to measure every line of space as representing either high value or income, find it the other way. The agate line may not do as well for one as the other, and unless the demand comes from those who send in the foreign advertising and who sell it to their clients we can see no reason why any individual publisher of a small weekly should change the system — unless it pleases him best to do so.

The National Editorial Association, of which Congressman Guy U. Hardy, of Canon City, Colorado, is now president, is starting out on a new plan for the enlargement of its usefulness. This plan contemplates enlisting, as sustaining members of the association, publishers and others in the allied industries who see in it the means to great good and who will get behind the association with payments of \$25, \$50 or \$100 per year. Such members will be decorated with specially struck badges or emblems designating them as sustaining members, and they are to be known and honored as such — as being willing and active in the promotion of this great and glorious work for the editorial and publishing business. This year's meeting of the National Editorial Association is to be in the Pacific Northwest, with stated meetings at Portland, Seattle, Vancouver and Victoria, with an 8,000-mile trip through the northwest country and through the Canadian mountains and prairies at a low cost for the maximum of sight-seeing and entertainment. It will be an honor to be a sustaining member of an association that can command such attention and respect, as it will be a benefit to the newspaper fraternity to enable this association to have real representatives of the organization in Congress and before national committees or law-making bodies anywhere it is important to have them. Secretary George Schlosser, Wessington Springs, South Dakota, will be glad to enroll as many as will take such sustaining memberships or will join in the great trip to the Northwest next summer, and to furnish all with as much information concerning both propositions as is possible. It would be advisable to get in touch with Mr. Schlosser immediately, and make your plans early.

Must Start Apprentices.

Speaking recently with a printers' supply salesman who covers a large territory and observes conditions closely, he stated to the writer that the help situation in printing-trades generally will become worse instead of better in the next few years. Asked why he thought such a thing possible, he said: "It is possible because there are no apprentices being educated to take up the work. You can travel and visit printing-offices all the way from Detroit to Omaha, and from St. Louis to Minneapolis and you will not find a dozen apprentices now learning the trade. Some country shop now and then has a boy or girl working, and they have them in self-defense, because they can not get other help at all. But in the larger towns and cities you don't find them at all. The result is bound to be bad for the future. Printers in Chicago and New York are already giving attention to the proposition and I am told they have started a systematic plan of apprenticeship, but they will not supply their own shops that way. What are you fellows in the country going to do about it? Are you going to wait till you have to shut down before you start remedying this matter?" Sure enough, are we?

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

Redwood City Standard, Redwood City, California.—Your paper is nicely made up and well printed. Advertisements, while not exceptional, are satisfactorily arranged and displayed.

Red Willow County Gazette, McCook, Nebraska.—Aside from the printing, your issue for January 13, a copy of which you have recently sent us, is an exceptionally good one. Presswork is faulty through lack of sufficient ink



A pleasing first page, illustrating a method by which with a few headings a reasonably interesting appearance may be given through intelligent arrangement. Of course a heading at the top of the two inside columns would improve the page, but with the material available little improvement could be made.

and impression. Advertisements are particularly well handled and the almost general use of one style of display type, Cheltenham Bold, results in effective display and a pleasing appearance in the paper at the same time.

Gove County Republican-Gazette, Gove, Kansas.—The several copies of your paper which you have sent us impress us favorably. Presswork is particularly good. The first page is neatly balanced, and, for an essentially local paper, published in a small field, we consider that the news-headings are in sufficient number and of sufficient size. Advertisements are simply and effectively arranged and displayed, good use being made of the limited display-type equipment at your disposal.

The Clay County Sun, Clay Center, Nebraska.—The advertising circulars produced in your plant for J. H. Eller & Co. are very effectively displayed. Many things are emphasized, but this seems to be required in advertising for clearance sales, and, naturally, such treatment in the right place has its psychological value. It is a mistake, however, to treat general advertising in the same manner, and we are sure that greater restraint in display, even in work of this sort, would improve its publicity effectiveness.

The Lawrenceburg Press, Lawrenceburg, Indiana.—Presswork and make-up are the good features of your paper from the mechanical standpoint. The first page is decidedly interesting, although we consider that the smaller head-lines are set in somewhat too bold type, since you have employed so many of them. Advertisements, as a rule, are well displayed, though they do not show to as good advantage as if set in the same manner with good roman bold-face display type. Condensed block letters are ideal for news-headings, but for advertising display they are not satisfactory, mainly because they do not harmonize with the roman used for the body-matter and are unattractive in themselves. Capitals should be used sparingly.

The Dassel Dispatch, Dassel, Minnesota.—In general, we consider your paper good, though opportunities for improvement are manifest in several instances. Starting with the first page, we find all the large news-headings at, or close to, the top. If the headings in the second and fifth columns were lowered to the center of the page, or slightly above or below the center, the page would be better in balance and there would be something to make the lower part appear interesting as well as the top. If the smaller headings

the use of a great variety of border treatments and type-faces makes them unattractive to the eye, which is the same as saying they are uninviting. How may advertising bring results if it does not at first attract?

F. N. POTTER, Jourdanton, Texas.—Considering the size of your town, and the limitations enforced by the size of your force and equipment, we consider that you do very well indeed to get out such a fine paper as you do. Presswork is not of a high order of excellence, but, doubtless, your equipment is at fault in that respect. Since the body-type used is of large size, the news-headings at the top of the first page are somewhat too weak, although, from the standpoint of appearance only, the effect is pleasing. The panel in the center of the first page (March 13 issue) should have been slightly above the center, as, in its present position, it appears below the center, violating balance and providing an uninteresting division of space. In so far as their composition and design are concerned, the advertisements average well, and if there were not such a great variety of type-faces we are sure the advertisements would be excellent. Simplicity of display is the thing, and for the most part it is characteristic of your advertisements.

The Whitewright Sun, Whitewright, Texas.—We admit your issue of February 28 was "loaded to the rails" with display advertising, and yet we believe you could have found room in the other nine pages of the edition for the four display advertisements which, in the corners, mar the appearance of the first page. Furthermore, we do not like the placing of the advertisements on the inside pages. Worked to the corners and in "island" positions they cut up the reading-matter in a rather irregular manner, making it difficult to follow. The pyramid make-up is described elsewhere in this department, and we suggest that you read not only this paragraph but all the others under this heading so that you will not miss the description. As a rule, advertisements are overdisplayed, and larger sizes of type are used for the subordinate matter than were necessary, thus needlessly crowding the spaces. Legibility is not dependent upon size alone, nor is display effectiveness—both objects may be defeated by overdoing the matter. White space is one of the greatest of aids to both display and ease of reading.

The Journal-Times, Ritzville, Wisconsin.—In its class your paper measures up well, and it is especially good from the news standpoint. While the headings on the first page are not arranged in an absolutely symmetrical manner, the page is nevertheless well balanced on the whole. No one who has ever made up a newspaper realizes better than this writer how impossible it is always to arrange the headings in such manner that they will be perfectly aligned and balanced. The fact that at times pages so made up are reproduced in this department is to illustrate the pleasing effect that results therefrom, but we would not want to be understood as advocating perfect symmetry to the sacrifice of proper exploitation of the news features, which, obviously, are of first importance. The placing of advertisements over the inside pages is in good order, the reading-matter being massed, as is proper, for the ease and satisfaction of the readers. As a rule the advertisements are well handled, as display is concentrated on few important lines in the copy. The leading fault is the employment of several styles and shapes of type in a given advertisement. The effect of this is a lack of harmony, causing such advertisements to appear uninviting to the eye.

Darien Review, Darien, Connecticut.—Able editorial and reportorial work constitute the outstanding good features of the paper. Mechanically, its production is not up to standard; although presswork, outside of the fact that slightly too much ink was used, is very good. Advertising is not effective for the reason that, as a rule, too many lines have been emphasized, and for the added reason that the employment of various styles and shapes of display type in the same advertisements makes them unattractive through lack of harmony. It has also been demonstrated many times that changes of shape and style of type in an advertisement, carried to the extreme, as here found, handicap reading and comprehension. Though you have not made up the advertisements on the pages in accordance with the pyramid, by working them to the sides in full columns, and thereby segregating them to an extent, one of the objects of the pyramid—the massing of the reading-matter—has been achieved, and the make-up is therefore not at all bad. In many of the advertisements, especially the smaller displays, larger type than was necessary or desirable has been used for relatively unimportant lines, thus, by lack of contrast, weakening the display effectiveness of the really important lines.

The Grove Sun, Grove, Oklahoma.—Clean presswork and a reasonable amount of local news-matter constitute the outstanding features of your publication. It is unfortunate that you could not find news of sufficient importance to warrant display headings such as appear in the seventh column (February 14 issue) in alternate columns, starting with the first. Then, single-line headings could be used lower in the page to balance. Can you not stretch a point and employ more news-headings to liven up the appearance of your paper? Understand, we do not mean "scare" headings—simply ordinary two or three deck single-column news-headings. The headings in the lower part of the page, which are set in capitals of the body type, do not stand out at all. They are worthless in so far as attraction value and guidance to the reader are concerned. A font each of two or three sizes of head-letter would not cost much, but would improve the appearance of your paper considerably. The advertisements are satisfactory, especially in so far as display and arrangement are concerned. It is unfortunate, however, that you do not have good display type-faces, but we presume that since your advertising is of small volume you can not invest much in type.

TIETGEN BROTHERS
AT SHOLES

General Merchandise, Hardware and Implements

Offer the following attractive, money-saving specials during the next two weeks:

SHOES PEANUTS 12	50c	COFFEE SUGAR WILL BEAT UP THESE BARRAGES	50c
SHOES PEANUTS 12	50c	NON-FERROUS SUGAR 12	50c
SHOES PEANUTS 12	50c	PARAFFIN MANUFACTURE COFFEE 12	50c
SHOES PEANUTS 12	50c	PARAFFIN MANUFACTURE COFFEE 12	50c
SHOES PEANUTS 12	50c	PARAFFIN MANUFACTURE COFFEE 12	50c

These prices are for cash, or we will take produce the same as cash.

FARMING IMPLEMENTS. We have just received a new and complete line of farming implements. Don't put off buying the things you need to start the spring work. We have what you need, and will guarantee lowest prices and utmost satisfaction. See us before buying.

TIETGEN BROTHERS, SHOLES, NEBRASKA

Get Your Meat Supplies Here

The West Side Market
Jack Donnelly, Proprietor

Public Sale

Thursday, March 13

commencing at 10 o'clock, a.m.

Four Head of Horses

Five Head of Cattle

Forty Head of Hogs

Farm Machinery, Etc.

C. H. Wade

Yet we are sometimes told bold-face types are essential to effective newspaper display. The reading-matter, however, is buried, owing to improper make-up. The half-page should have been at the bottom, the sale advertisement above it in the same columns now occupied, and the meat display at the left of the sale advertisement and immediately above the Tietgen space. From the Wayne (Neb.), *Herald*.

were slightly larger so that they would stand out, added interest would be given the page. Printing is not clear and sharp, due largely to insufficient impression. Advertisements as a rule are well handled, although in some of them too many lines are emphasized, and several type-faces of different shape and style create a somewhat displeasing appearance and affect, to a degree, reading and comprehension.

Pratt Daily Tribune, Pratt, Kansas.—Assuredly, your "Anniversary Number" is a handsome publication. Pratt, we are sure, numbers less than five thousand inhabitants, yet you have been able to produce a special edition of seventy-two pages of six columns, through which large-space display advertisements are interspersed in goodly number. Presswork on the edition is excellent, indeed, and the news-headings on the first page, while quite bold, are not of such number as to make the page appear displeasing. The first page is assuredly interesting and attractive at the same time, and balance is good, though not perfectly symmetrical. Advertisements throughout are excellent. Display has been intelligently employed by bringing out the big points effectively through emphasis of size and tone of type, and by subordination of the unimportant features to make reading easy and clear. Too much paneling, however, is in evidence.

Wausau Daily Record-Herald, Wausau, Wisconsin.—There are too many headings of large and uniform size on the first page of the issue sent us. We are sure, too, that, as some of the items do not merit the importance the headings give to them, other items worthy of the emphasis are not given proper display presentation, as they can not stand out. The main trouble, outside of the confusing appearance the use of so many large headings causes, is that when a really big story comes along it can not be given sufficient prominence, for the display superlatives have already been worked to death. The secondary decks of the large news-headings are set in too large type, even in proportion to the overlarge size of type used in the first deck. Advertisements are quite well displayed and arranged, though

The *Macon Republican*, Macon, Missouri.—From an editorial standpoint your souvenir edition for 1919 contains some interesting local news. We can not, however, find matter of such nature as to warrant naming this a souvenir edition, outside, perhaps, that first page of the second section. However, you were enabled to secure considerable display advertising, for which we compliment you, but we wonder if the fact that the editorial matter does not come up to what one naturally expects from such an issue will not react if, in the future, you elect to get out a similar issue. In display and arrangement the advertisements are quite satisfactory, though still ordinary, but the use of such a variety of type styles in combination affects reading and comprehension as much as it does appearance, which is more important than most publishers will admit. We do not like the idea of running display advertisements on your first page and feel, further, that more news-headings should be used to make the paper interesting in appearance. The Parsons series of type is by no means a good advertising face, in fact its use in job-printing, however satisfactory in some instances, is limited. In mass it is illegible, and the small sizes are particularly so in any instance. Presswork would be improved by slightly more ink and a heavier impression.

The *Wayne Herald*, Wayne, Nebraska.—Your paper appears to this writer to be the best, generally speaking, that has been received during the past month. In three respects it stands out as unusual, these in the order of their excellence, in the writer's opinion, being: advertising composition, editorial handling and presswork. The only seriously weak point is in make-up, and that is not altogether bad. In one or two issues we note display advertisements on the first page. This should be avoided. Then, as a rule, you do not employ a sufficient number of news-headings on the first page at least, and for this reason the paper does not appear to be as interesting as in reality it is. On the first page of the issue for March 13 there are headings at the tops of only the first and sixth columns, the out-

will not be overlooked, but those who argue from that standpoint do not take into consideration the fact that nine readers out of ten are going to read the news-matter first. If they must pass over advertisements to get at reading-matter there is good reason to believe that when they have concluded the reading-matter of the page they will turn to the next page, rather than back to the advertisements. On the other hand, if advertise-

BUILDING BOOM ON

OUR NEW WALL PAPERS
Are Now on Display

Are You Figuring on Anything in Heating or Plumbing?

Sanitary Plumbing
Steam Hot Water or Warm Air Heat

Good Farm Buildings Were Never So Important as Now!

C. A. CHACE & COMPANY
LUMBER & COAL PHONE 148
Don't Forget that We Have Hand Coal for the Baseburner

WALL PAPERS
The new and complete collection of building materials placed a list of improvements, the price and how that all previous lists have been improved and the price of each material is given. This is a complete list of all the materials used in building, and it is the most complete list of its kind ever published. It is a list of all the materials used in building, and it is the most complete list of its kind ever published. It is a list of all the materials used in building, and it is the most complete list of its kind ever published.

Heating or Lighting Systems
Will be handled with accuracy.
A. G. GRUNEMEYER
Phone 161 Wayne, Neb.

Sanitary Plumbing
Steam Hot Water or Warm Air Heat
High Grade Work by a Licensed Plumber
CARHART HARDWARE

Good Farm Buildings Were Never So Important as Now!
The Great Advance in the Value of Farm Products Has Increased the Importance of Good Farm Buildings
The great advance in the value of farm products has increased the importance of good farm buildings. The value of farm products has increased so much that the farmer must have a good building to store them in. The value of farm products has increased so much that the farmer must have a good building to store them in. The value of farm products has increased so much that the farmer must have a good building to store them in.

An especially pleasing and effective cooperative page from the *Wayne (Neb.) Herald* which offers suggestions for similar advertisements by other publishers.

side columns. Understand, in spite of that the appearance of the page is good; it is only that it might be made better that we mention the facts above. Make-up of the inside pages is not in accordance with the most approved style, the pyramid—which involves grouping of advertisements in the lower right-hand corner, thereby throwing the reading-matter in a mass toward and out from the upper left-hand corner of the page where the eye of a reader naturally drops first when coming to each new page. For the same reason, i. e., to place the news-matter where the subscriber can read it with the greatest ease and satisfaction, half-page advertisements of full-page width should be placed at the bottom of a page. At first thought one may think that advertisements should be placed at the top where they

The Best Garden Seed Seed Potatoes Onion Sets In Town
Gordon Brothers
Wittwright's Best Grocery

Automobile Owners
You will soon want to put new shoes on that car, and you want the best tire proposition.
We have for the AJAX casing—a 5000-mile tire at a low price.
We will guarantee each casing you buy from us to do what we claim for it.
Our inner tubes are the best, and our prices are right.
Get our proposition before you buy.
Dyer & Jones
REXALL Store
Brewer Point

An Ad in Rhyme
Build a better world than here, with the most modern and complete equipment for the home. It is a better world than here, with the most modern and complete equipment for the home. It is a better world than here, with the most modern and complete equipment for the home.

LaRue Lumber Co.

"HOME"
This is the TIME to get that Ideal Home you have had in mind—you'll gain nothing by waiting. And by building now you will start immediately receiving the benefits of living in your own home.
We are equipped to help you solve all your building problems. Our business is to help you get what you want in a home or any other kind of a building.
Whitewright Lumber Co.

Colorite
Colors Old and New
Straw Hats
We Have All Colors
J. L. Kirkpatrick
THE DRUGGIST

Scattered in this manner, advertisements make the page displeasing and irritating to readers, and do not effectively serve the purpose intended, that of obtaining attention. What advantages are there in gaining attention if advertisements can not be read with ease and satisfaction? Indeed, the Luther Smith & Son announcement can not be.

items are grouped in the lower right-hand corner, or if half-page advertisements of the form indicated above are placed at the bottom, the reader is in a better frame of mind to take them up after he has completed the news.

The *Daily Record*, Morristown, New Jersey.—From the editorial and business standpoints your paper is undoubtedly handled in an excellent manner. The local news field appears fertile and the reportorial staff has made the most of it. The large amount of display advertising speaks well for the advertising department workers. The good features end there, as the appearance of the paper is far from good. First, we feel that the front page could be made to appear equally interesting, less bizarre and much more pleasing if the news-headings were set in a type-face considerably less bold. Such large, black headings used in great number defeat the purpose for which they were intended by overdoing the matter. To give such exceptional prominence to ordinary stories causes the really important items to fail to stand out through lack of contrast. So many large and bold display headings, in addition, tend to confuse readers, and, by making them uncertain where to turn, make attentive and satisfactory reading almost out of the question. If it is considered advisable to employ italics for some of the headings for the purpose of providing variety, and it is often desirable, by all means use the lower-case characters. The lower-case provides greater contrast to the roman capitals otherwise used than italic capitals, and is more pleasing to the eye and more legible. Too many styles of type are used in each advertisement, which not only makes them displeasing and uninviting to the eyes of readers, but handicaps reading in a clear and easy manner through the changes of vision presented to the eyes of the readers. Too many points are emphasized in the display, and, as a consequence, the important points—the interesting features—do not stand out to draw the attention of readers. We do not advocate, as you may infer, toning down a paper to a gray, lifeless mass, such as the page of a book, but do believe that matter should be made legible and inviting to the eye, which can be accomplished in combination with effective and forceful display if restraint in emphasis is practiced.

THE AVERAGE PERSON'S VOCABULARY.

BY F. HORACE TEALL.



WHILE the writer of this was in the city room of a newspaper the editor spoke to him about a certain reporter, and said, "He has a great vocabulary." Of course this meant that the reporter knew and used appropriately many different words, and that some of his words were also unusual for common employment, though they never had any tinge of pedantry in them. The editor who thus recognized another person's accomplishment with vocables was himself adept in expression, and consequently well qualified to evaluate the other man's equipment. These two men were far above the average reporter or editor in their language ability, and of course much more beyond the general average, since that is only the result obtainable by division of a grand aggregate by the number of individual persons, which is an impossibility in any matter of so indeterminate a character. Clearly the word average is applied in our use of it in an indefinite sense, for we simply can not ascertain what the actual average is. As used here an average person means one of ordinary attainment.

The vocabulary of the English language is the total number of words used by those who speak English. Dictionary definition always begins with what is really a secondary use of the word, namely its application to a compiled list as made for a dictionary, and the primary sense as here noted is not always explicitly stated. In other words, the prime sense of the word vocabulary is the aggregate of different words, whether those of personal use, or as listed in a compilation. It may be doubted whether an exhaustive list has ever been made of all the vocables in the language, or of all those used by any one person, or of all that are really current in any profession, business or trade; though I have but slight doubt that every large dictionary includes many words that are improperly comprised as belonging to the English vocabulary.

My readers are excusable if by this time they feel impelled to exclaim, What ever made any one think this twaddle would interest anybody? Or even if they adopt for the nonce the blatant smartness of a reporter who indulged a personal propensity toward "fine writing" so far as to characterize something as "hebetudinous platitude or platitudinous hebetudinosity." But what has been said is, in intention at least, introductory to what is to be said, and in which it is hoped will be found some incitement toward betterment.

It is simply impossible for any one person ever to know all the words of the language, even so well as is necessary to recognize them as correct in their use by others. It is largely because of this fact that dictionaries are so much needed by everybody. The constant use of the fullest dictionary is a necessity to every person of ordinary intelligence, and its value is most fully comprehended by those who have developed the greatest thinking ability and the widest range of language use. This is easily accounted for when we remember a few circumstances of human life which are inevitable. We may all be born equal in some potential respects, but we certainly are not in mental ability. No argument is necessary to support the thesis that some minds are stronger than others, nor that the weaker ones, in many gradations down to the weakest, are vastly in the majority. Hardly more necessary is it to prove that even the weakest, short of imbecility, is potentially amenable to development and fruition through education.

Education does not always demand instruction by others. Much of the highest educational development is attained by self-effort. Of course we get all of our personal use of words through imitation of what we hear or read, even, to a great extent, long after our beginning of mere imitation of sounds is past. We can not outlive the more or less unconscious

process of accretion in word-acquirement, and the full dictionary affords a means of self-advancement that is too little appreciated. It is an amazing fact that the dictionary is practically our least-known and least-read book. It is not without good reason that it defines vocabulary as it does, for its vocabulary is so composed as to include all phases of language, and is compiled by men of the highest equipment, who often make its definitions really interesting. No wonder men — but only too few — have actually spent hours at a time in reading consecutively in the dictionary. Try it!

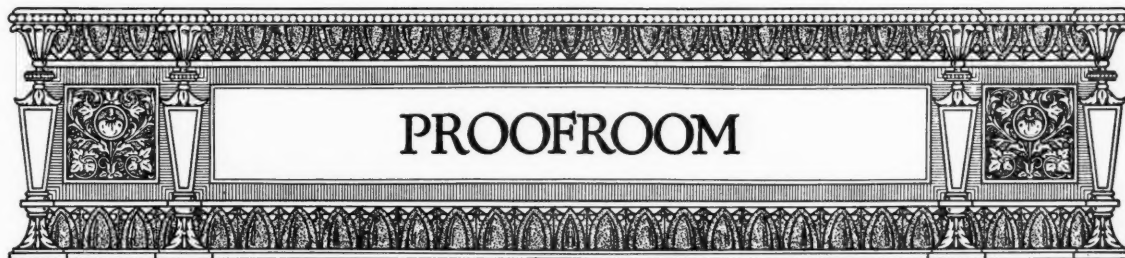
The number of words in our language is and always has been very largely a subject of guesswork, and does not seem likely of accurate ascertainment. Much further from settlement is what we have called the average personal vocabulary, which has been estimated by many scholars, with greatly differing results. Dr. James C. Fernald, in his book "Expressive English," has two chapters on vocabulary, from which I will quote a small portion of what I should like to give. He says:

"The English language contains upward of 400,000 words, for more than that number have been actually listed in the Standard Dictionary. But the words actually used by any one person are the merest fraction of this vast store. Dr. George P. Marsh, writing in 1850, and estimating the number of English words then in actual use at 100,000, says: 'There are persons who know this vocabulary in nearly its whole extent, but they understand a large proportion of it very much as they are acquainted with Greek or Latin, that is, as the dialect of books or of special arts, and not as a living speech, the common language of daily and hourly thought. . . . Out of our immense magazine of words and their combinations every man selects his own implements and weapons. . . . Few writers or speakers use as many as 10,000 words, ordinary persons of fair intelligence not above three or four thousand.'" I do not believe the average is more than one thousand.

Dr. Fernald quotes Marsh at considerably greater length, and what he quotes is worth repeating, but for our need some of Fernald's own following remarks are more germane to our purpose. This, for instance: "From the number of words actually used, listed, and defined we see how wide is the range of possible choice. Probably there is not one of us who could not greatly improve our power of expression by increasing the number of well-chosen words ready for use at our pleasure. Many persons would be astonished, if their conversation could be reproduced by dictaphone, to find how often they repeat some few words, or even some single word. They would find the same characteristic in their own hastily written letters. That is, they are unconsciously restricting themselves to an exceedingly limited vocabulary, when a wider range of words would be not only more elegant, but also more interesting and expressive."

Another quotation which should incite much thought and induce much earnest study is this, from Edwin L. Shuman's "Practical Journalism," page 171: "The right use of words should be a matter of lifelong study. No man can ever learn all there is to know about the magnificent instrument of expression called the English language, but any student can in time acquire a pure and beautiful diction. The best guide to such a style is a sensitive literary conscience, acquired by reading only the best authors and absorbing their vocabulary. This should be supplemented with habitual study of the root meanings of words. . . . I have little sympathy with the purists who would reduce the English to a dead language by forbidding all change or growth. . . . But the fact remains that habitual carelessness in the choice of words ruins the writer's style, and ultimately extinguishes his hope of advancement."

Dr. Fernald tells much more, and very explicitly, about the means of self-improvement, and describes advantageously the common impoverishment of the personal vocabulary.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Question of Division.

F. B., Missoula, Montana, writes: "Will you please tell me if 'prejudice' is divided properly [it is divided prej-udice] in the enclosed clipping? Will you quote more than one dictionary as authority? Does the accent-mark in dictionaries always designate the syllables? When the accent-mark is used, it is not considered necessary to use the hyphen also. Is this last surmise correct?"

Answer.—The word is so divided in every large American dictionary — in Webster's New International, the Standard, the Century — but not in the Imperial (Scottish), where it is pre-ju-dice. Enough Americans divide after the *j* now to justify us in calling that universal. All the American dictionaries named omit the hyphen where an accent-mark appears, marking the syllables by using the accent only. Some small dictionaries, made by people who are not adept lexicographers, use the accent and hyphen both together. Real authorized practice is found only in the full works named (that is, full dictionaries) and in the abridgments of them made by the same editors. These abridgments are identified by the same publishers' names, and are the only small dictionaries that are trustworthy even for the selected vocabularies which they contain.

Proofreader and Author.

J. T. B., Chicago, pleased me very much and puzzled me a little in the following letter: "May I ask you to send me the numbers of THE INLAND PRINTER, Volume 60, containing pages 62, 232, and 349? I wish to make immediate use of them. The subject of proofreading, or rather editing of copy, is, as you know, a very vital one with printers, and the question of how far the editor and the proofreader can go with copy has reached an importance which dwarfs the Peace Conference. The articles by Mr. Teall are so useful that I feel compelled, much as I hate to part with the money, to subscribe for THE INLAND PRINTER. We have it, of course, in the office and in the Press Club, but I must have an individual proprietorship. If Mr. Teall can pick out anything that will better sustain the argument of his paper on page 232 *supra* (Proofreader versus Author) I would be very much obliged to him if he would send it to me."

Answer.—The articles referred to have dealt with the subject mainly on the basis of personal experience and practical observation both as trade proofreader and as author and editor. I have seen little careful treatment of such matters in books, though most special books for printers have something about them. Real telling truths, it seems to me, can be nothing but statements of actual occurrences as encountered in working, and accounts of these are sure to vary with the personalities of those who tell them. We have to remember that the average proofreader, now more than ever, must almost confine his work to the mechanical verification of the exact reproduction of what is in the copy. Such mere imitation has become preëminently the function of the proofreader, and such

has always been the proper limitation of proofreading work. This implies on the part of authors and editors, however, much more accuracy in detail than they have ever been guilty of. An astonishing fact it is that so many authors and editors object irascibly to what they call the presumption of proofreaders in suggesting changes. I know it to be a fact, for I have personally experienced it in many instances where I have had to deal with what was plainly erroneous in copy, although I have confined my attempt at correction to courteous query whether something else would not be better. Very many authors are more sensible, and are grateful for such helpful suggestion. But often the proofreader can not tell beforehand which kind of author he is dealing with. An additional element of puzzle is found when we know that so many authors and editors actually expect proofreaders to do brain-work in proofreading and make all sorts of detailed rectification.

There is no doubt whatever that the best trade proofreading calls for nothing but verification by copy. There is equal assurance that copy should be furnished that is so correct that it can be exactly reproduced. Ideally, when copy is given to an operator it should be correct in all details and so legible that it is always easy to read. One operator told me that he could do a whole day's work any day from certain copy without an error. He really never did this, but he nearly approached it in the way of the merest imitation. What elicited his remark was the fact that in reading his proofs I had corrected certain minor details without bothering to make sure they were wrong in the copy. This he called editing, although the errors were such as any schoolboy should correct. The work in hand was a dictionary, and the order under which we worked was "Follow copy strictly." Well, after that I put a ring on every change from copy, which marked it as a change. But the most interesting thing about it was that I knew the editor, and had not the least doubt that he expected all those corrections to be made by the operators, notwithstanding his order. On final reading I queried for him a technical error, repeated numerous on two lots of proofs, on the first lot of which he wrote profuse thanks, but on the second lot a scorching diatribe of dissent. After that I made no more queries.

What puzzles me a little is the expression "Proofreader versus Author." It is not the title I used, but is made by the correspondent. It shows that I must have given a wrong impression, which should not be allowed to stay uncorrected. My article was not intended to convey any idea of antagonism, such as that expressed by the word versus, but rather to suggest a means by which the proofreader could be more helpful to the author; and now I will make a more practical suggestion. Already I have been told that some large printing-offices have established the practice of having every bit of copy carefully prepared by a proofreader before it is given to the operator. Such is the practice that I think should be made universal. Of course that reader should never change the author's wording in any way unless under special authorization; but almost always there are matters of detail which need correction, and

which rarely get it from the operator. Again, I suspect there are offices where they will not have this done now, because it lessens the time charge on their bills. I am sure, however, that intelligent and thorough work of this kind will eventually be found necessary by every careful printer.

TEACHING THE COUNTRY MERCHANT AND THE COUNTRY EDITOR THE FUNDAMENTALS OF ADVERTISING.*

BY M. J. M'GOWAN.



SPEAKING fundamentally, there are three things seriously wrong with the advertising situation as it concerns the average country newspaper publisher. The country merchant is the poorest advertiser of any class that has an article or a service for sale; the country publisher is the poorest salesman of any class that has the commodity of advertising for sale; responsibility for the condition of the merchant as regards advertising rests wholly upon the editor as an advertising salesman.

Today the average country newspaper publisher derives all too small a portion of his advertising receipts from the business institutions that are next door to him, in the same block with him, and in the same community with him, and whose interests in a general way are his, while his, in a general way, are theirs. Among those who do patronize him there are perhaps less than a half dozen who are advertisers in the true sense of the word. He derives further revenue from those who patronize him from a sense of civic responsibility—to keep the paper in the town—but who consider their money a donation to a charity institution rather than a business investment. There are those who patronize him only when they desire to foist dead stock upon the public under the guise of high-grade merchandise at less than manufacturer's cost. There are those who advertise, after a fashion, because in a vague way they know that advertising has value, but who waste their money in the effort because of inattention to it and lack of knowledge of how to handle it.

On the other hand are the non-advertisers—the merchants who don't like the editor, the merchants who have tried advertising and convinced themselves it does not pay, those who "can't afford it," those who haven't time to think about it, and those who have never done it and can see no good reason for beginning at their present age.

From a careful inspection of the newspapers of the State, it is a very evident fact that the non-advertisers are very far in the majority. As an example, an average community of fifteen hundred inhabitants has by actual count eighty-seven individuals or firms engaged in an effort to sell to the public the necessities and luxuries or professional services that the people of that community will buy in the natural course of events. This is without consideration of the possible advertisers in the agricultural community surrounding the village proper, which has perhaps twice that number of good advertising possibilities. An issue of the particular paper which serves that community and has represented in its advertising columns twenty of these firms or individuals is an exception. As a rule it is many less. Three-fourths of this field is not being covered, three-fourths of these prospects are not being cultivated or built into good advertising accounts and never will be—unless something happens or something is done to change the accepted present order of things.

The same condition apparently exists in most country newspaper fields in the State.

*An address delivered before the Minnesota Editorial Association by M. J. McGowan, editor *The Appleton Press*.

As a consequence, just so soon as the average country publisher has established himself in his community, made known his political preferences and made his intimate friends, his advertising volume limit is set for all time, so far as it depends upon regular and established business institutions of that town. The big-sale man will swell his advertising receipts one month; the auction sales will help them along at another season; the mirage of extensive foreign advertising revenue is partially caught up with at periods. But the regular week-after-week home-merchant advertising limit is reached when the merchants have decided how much they can donate to keep the editor in town—and that volume will never go higher, regardless of circulation or the talent of the editor to produce a good paper, when in reality it ought to be a constantly increasing source of revenue for the publisher and an increasingly valuable investment for the merchant.

I have said that responsibility for this condition lies fundamentally with the editors as a class, because I find that down in his heart the average editor lacks confidence in the commodity he has to sell. He convicts himself of this fault by the very fact that he does so little advertising himself.

No salesman can sell an article effectively unless he believes in it himself, and has the courage of conviction in his selling arguments. The life-insurance agent can not go unprotected himself nor can an automobile salesman traveling on foot sell cars.

And so, to meet the situation as it is found among the country merchants, we find the editor conducting his advertising business on a hand-to-mouth basis that is without any prospect of establishing advertising as a business proposition upon a sound foundation, upon which to grow and to build for this generation and the next—and advertising as a general proposition is as far from "sold" to the country merchant as it was in the pioneer days of newspaperdom in this State and perhaps in this country.

We find him trading his patronage for that of an advertiser; we find him accepting advertising for revenue only without thought of what a rotten advertiser may do to his general advertising stability and his ability to make his machine deliver the goods; we find him placing too low a value upon his product; we find him too often letting the customer set his price, and we find him ever and always reaching out in an attempt to pick off something from the outside, while his own immediate field goes to pot and his advertising revenue continues to be a comparatively feeble assistant in meeting the pay-roll.

Whatever else may be said about the editor, he is not a profiteer. During the late war, like the marines, he was the first to go. But his going was down and out, rather than up and over. Those hounds of our financial condition who tell of the failures in the commercial world said that editors and newspapers went under in great numbers during the period of the war.

In spite of this fact, be it to his everlasting credit, the editor who was able to brave the battle of finances during the war period gave more to the cause for less personal return than any other class of business men. This is his nature—in any other than war-time and for his country's good it is his fatal weakness.

The country editor has made of the country merchant a poor advertiser. The editor, therefore, if he is to correct this condition, must deal first with himself and then educate the merchant to a new line of thought that will make both the merchant and the editor better business men.

Advertising must be "sold" to the community—to the editor, to the merchant and to the newspaper reader. That is the situation—the problem is in the selling.

And after all, if the business engaged in by the men who are gathered here is sound, if advertising is a commodity that

can honestly be sold to the public on its merits, then the selling of this idea to the community, to the people of the State, is not a problem.

The way to sell advertising is by advertising.

The solution is not a problem, but the application of the solution is a real problem — a big problem. A readjustment of the advertising situation is too big a task for me as a single country editor; it is too big for a county organization of newspaper men or the editors of a section of the State. If it is to be done upon an effective basis its smallest unit should be an entire State.

Local prejudices, the editor's lack of confidence in his own advertising, lack of time to attend to it, and the differences arising out of competition in the same community, operate against going about the task in a small way or leaving its application to a number of small units. Support for the proposition must come from the editors, but the administration is a matter for a central bureau composed of men who can administer it as an institution in itself.

We are entering upon a period of reconstruction following a period of war. This is the time to reconstruct the advertising situation so that we can come out of our war into a new era with something resembling a real future before us.

My suggestion is the creation of a fund for advertising advertising by which the basic principles could be put before the individuals to whom this thing must be sold — the launching of a real advertising campaign on advertising — a campaign of sufficient strength and sufficient length to do the job that is set for it. It would be extensive, it must necessarily be big if it is to be at all, because selling advertising to the country merchants of this State is a big task, but once accomplished no greater service could have been done for general state growth and development. This advertising of advertising must include not only newspaper advertising but might well also include direct-by-mail advertising, poster advertising and the moving picture; if it be done it should be thoroughly done, and no avenue by which attention to country newspaper advertising could be gained should be omitted in a campaign that, successfully conducted, will sell this advertising in which you and I are so vitally interested.

It should deal with three distinct classes — the editor, the merchant and the reader. And these three should be made to know these things:

The editor must know, first, that to build advertising his advertising must be truthful. The greatest handicap to your advertising business is the advertiser with exaggerated statements that he can not and has no intention of making good. He must be made to know that his advertising must be clean. If he is to build confidence in his paper and in his advertising columns he must be as careful about the material that appears in the advertising columns as in the editorial columns. He can't accept Bolshevik advertising and offset it with a heavy editorial. At best he has neutralized his effort and at worst he has permitted his paper to be used to place objectionable propaganda wherever his own statement goes. The open mind will weigh one against the other. If your advertising is effective, when you open your columns to unclean advertising you are allying yourself with the element that plants unclean thoughts in your community.

The editor must know that one hundred customers using five hundred inches of space regularly represent better business than five customers using that amount. The five will, perhaps, never grow bigger; the one hundred are just that number of possibilities for the growing business that will eventually put advertising on a sound basis. He must think of his advertising in the sense of the number of customers rather than solely upon space from week to week.

And he should know what his advertising space is worth and sell it for that price without apology. The price should

be built upon cost plus profit and be justified by circulation in his home field.

The merchant should be educated to the proposition that the purpose of advertising is to create for him a greater volume of business; to sell to the people in their homes the articles that he has on the shelves in his store, about which they will otherwise never know; to turn in his direction the patronage that goes to the large city and the mail-order house. And that increased business means smaller proportionate handling cost and that advertising in the end is not expense, but an essential part of his business machinery that pays its own way. And the merchant must also be made to know that his articles in stock must justify his statements about them in advertising; that advertising will not sell worthless stuff nor hold business in the face of unfair dealing and poor business practice. He must know also that advertising effect must be built and maintained by constant, careful attention every week in the year, and that he needs it more when business is poor than when it is good.

The educational campaign as it applies to the reader of the country press should teach him that the man who has sufficient confidence in his wares to set down statements concerning them is a good man to buy goods from; that it is fallacy to consider that an advertised article must of necessity cost more than the unadvertised or that a non-advertising merchant renders equal quality and service for less money than the advertiser. In a general way, readers' attention can be turned to advertising, the purchasing of goods from advertising merchants and the mentioning of advertisements at the time of purchasing — an incident that has a wholesome effect upon the advertiser himself.

These are the things that should be brought out in teaching the country merchant and the country editor the fundamentals of advertising — which is "selling" advertising — or, primarily, the idea of advertising — to your community and your State.

The details of such a plan are matters that must necessarily wait upon admission of the condition and the acceptance of the method of correction.

Any editor's exchange-table will justify a belief that the condition exists. The general remedy is to sell advertising by advertising.

Unless the country editor is to grow more and more away from his own community and its interests it should be done, and unless you and I are accepting money under false pretenses for advertising it most certainly can be done.

It's up to the editor as a class — what is he going to do about it?

"ALL THINGS SHOULD BE FIT FOR THE PURPOSE."

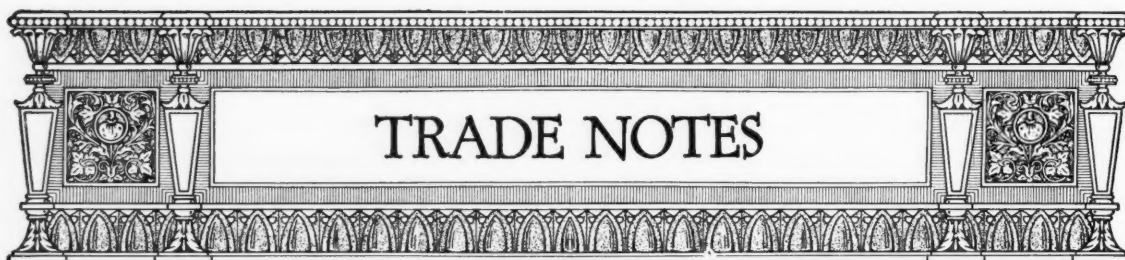
THE INLAND PRINTER is indebted to Fred H. Eno, Des Moines, Iowa, for the following short note and accompanying illustrations: "At a recent meeting of an Iowa breeders' association, several hundred horny-handed, double-fisted sons of toil, accustomed to handling pitchforks and bushel baskets, and dealing in carload lots, had fun a plenty at a banquet thumbing over a menu the size of a postage-stamp. Here are a few of the pages:"

MENU
T
WAFERS
SPUDS
PPP
THORO BREAD
BEEF
PV

PROGRAM
ADDRESS BY
TOM JONES
HEAD OF THE HERD
BUM STEERS
BY
SOME OF 'EM
COW MUSIC

CONSERVE
AND WIN
THE WAR
2 L
WITH THE
KAISER

The question is: Was it a joke on the farmers, or just ordinary every-day thoughtlessness?



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Information Wanted Regarding the "Torpedo" Envelope-Making Machine.

A foreign inquiry has been received asking for information regarding the "Torpedo" envelope-making machine. We will appreciate hearing from the manufacturers of this particular machine, or from any one knowing the makers and their address.

John E. Hanrahan.

The death is announced of John E. Hanrahan, pioneer founder, and inventor of the compositype, at the age of fifty-nine years. He made for Otto Mergenthaler, inventor of the linotype, we are advised, the first type-matrix he ever used in the modern typesetting machine. He also assisted in crystallizing the original ideas which were later developed into the much improved linotype machine of the present time.

N. S. Woods With Roller Concern at Pittsburgh.

Announcement has been made in printing-trade circles of the appointment of N. S. Woods by the William C. Hart Company, Incorporated, manufacturers of high-grade printers' rollers, as salesman for the Pittsburgh, Pennsylvania, factory, which is located at Penn avenue and Third street. The management of the factory is in the hands of the Koslows, father and son, known to the trade as expert roller makers for two generations.

Colorado Editorial Association Adopts the Franklin Printing Price-List.

At the meeting of the Executive Committee of the Colorado Editorial Association, held on March 7, the Franklin Printing Price-List was officially adopted as the price-list for the members of the association. The field representative was instructed to secure the introduction of this list into the office of every member of the organization, and to do all in his power to assist the members in selling their printing according to the prices given in it. The Franklin Printing Price-List is compiled by R. T. Porte, secretary of the Utah Division of the United Typotheta of America, and is revised at regular intervals so that the prices contained therein are kept up to date. It is issued in loose-leaf form, so that sheets containing the revised prices can readily be inserted. This action on the part of the Executive Com-

mittee of the Colorado Editorial Association represents additional evidence of the increasing popularity of this price-list.

Chicago Branch of Miller Saw-Trimmer Company in New Quarters.

The Chicago branch of the Miller Saw-Trimmer Company has been moved to 524-526 South Clark street, where additional space and improved facilities insure prompt service to users of Miller feeders and saw-trimmers.

The company issues an invitation to printers to call on the Chicago representatives in their new home.

Paper-Cutter Manufacturing Plants Are Merged.

One of the largest transactions involving institutions identified with the printing industry which has taken place in some time was the recent purchase by the Seybold Machine Company, Dayton, Ohio, of the entire business of the Oswego Machine Works, Oswego, New York, including goodwill, patents, trade-marks, patterns, records, etc. The business of the Oswego Company will be moved to Dayton as quickly as possible.

It is the intention of the Seybold Machine Company to continue the manufacture of Oswego, Brown & Carver and Ontario paper-cutters in addition to its own extensive line. The efficient manufacturing, service and sales organization of the Seybold company assures the many friends of Oswego products a maintenance of high quality of construction and improved service. Inquiries for Oswego cutters and accessories, as well as orders for repairs and requests for service, should be addressed to the main office of the Seybold company at Dayton, Ohio, or to one of the many agencies distributed throughout the country.

The trade will be glad to know of this move, because it will mean further economies in production and at the same time a conservation of all the care in construction that has made the cutting-machines of these two concerns famous throughout the world.

New Printing Instructor at Carnegie Institute of Technology.

Lieut. J. Orville Wood, who has been stationed at Columbus Barracks, Ohio, for some time, and who was formerly connected with the Students' Army Training Corps unit at Heidelberg University, Tiffin, Ohio,

recently received his honorable discharge from the army and has gone back into civilian life. The printing department at Carnegie Institute of Technology, Pittsburgh, Pennsylvania, has secured the services of Mr. Wood as instructor of typography, and he began his duties there the first of March. Before entering the army service a year ago, Mr. Wood was for six years instructor of typography at West Technical High School, Cleveland, Ohio.

John Hellowell.

John Hellowell, eighty years old, of Brooklyn, New York, a widely known artist and wood-engraver of the old school, died March 7. Mr. Hellowell was born in Yorkshire, England, and when he was a child of five years was brought to this country by his parents, who settled in Wisconsin. He became an excellent artist in water-colors and an engraver on wood and was connected with the old *Harper's Weekly*, *Frank Leslie's Weekly* and *Scribner's Monthly*.

When wood-engraving was practically driven out by the development of the photo-engraving process Mr. Hellowell became a member of Photoengravers' Union No. 1, and with his brother, Thomas Hellowell, who died just a short time ago, he was engaged in that business on Fulton street, Manhattan.

Grand Rapids Employing Printers Are Active.

At the monthly meeting of the Grand Rapids Printers' Association, Thursday, March 6, about a hundred members and friends listened to an illustrated lecture on "Direct Advertising" by Robert C. Fay of the Chicago Paper Company. Lieutenant Udell, of the Udell Printing Service, just returned from France, gave some reminiscences of army life and sketched a few interesting incidents of French peasant life.

Secretary Heir outlined what the association had done for its members in the four months of its existence and presented a tentative program for the convention of the State Press and Printers' Federation, June 12 to 14. He promised one of the best conventions ever held by the federation, the printers' program being divided into three main topics: Printers' Organization, Printing Costs and Estimating, and Direct Advertising as a Business Force.

The present officers of the Grand Rapids Printers' Association are: President, C. C. Cargill, of the Cargill Company; vice-president,

A. S. Hicks, of the Dean-Hicks Company; secretary-treasurer, Harold J. Bale, of the Schuil Printing Company; executive secretary, Martin Heir.

A successful estimating class, in which sixty-six students have been enrolled, closed on March 17. The classes have been held in the Junior High School as a part of the public school system, the instructors being paid by the city as regularly appointed school-teachers.

D. N. Mallory Now General Sales Manager for the Challenge Machinery Company.

Announcement has been made of the appointment of D. N. Mallory as general sales manager of the Challenge Machinery Company, Grand Haven, Michigan, this position being recently created on account of the rapid growth and development of the company's business.

"Dave" Mallory, as he is familiarly known to his many friends in the trade, goes to his new field with a thorough knowledge of the business, gained by years of experience in the printing field. He states that he was born in a print-shop, having started to learn the trade when but a boy and working up through all branches, from "devil" to superintendent and manager, finally taking a position as salesman with Barnhart Brothers & Spindler. He was later appointed



D. N. Mallory.

as efficiency engineer for the company, and in this capacity he designed a number of printing buildings and made layouts for plants in all parts of the country. He also designed a number of labor-saving devices and pieces of furniture for printing-offices.

For the past three years Mr. Mallory has been connected with the Intertype Corporation as special representative and salesman, making his headquarters at the Chicago office. Through his straightforward dealing and constant care for the interests of his customers he has gained a wide circle of friends, and the best wishes of all go with him into his new field.

More National Advertising for Country Newspapers.

Only lack of organization stands between the country newspaper publisher and a share in the national advertising campaigns that are continually going to the larger dailies and the national magazines. This is the point emphasized in a new bulletin of the School of Journalism of the University of Missouri, just issued under the title "Problems of Advertising."

Two plans are presented therein by which the national advertiser may find it possible to deal with hundreds, or even thousands, of country newspapers in a single account. George W. Eads, of the D'Arcy Advertising Company, St. Louis, Missouri, and N. A. Huse, of the American Press Association, New York city, point out in the bulletin that this will save the advertiser the trouble and expense of sending out numerous orders and numerous sets of plates, checking an equal number of papers and writing for countless missing copies, and finally sending out a large number of small checks.

The plan presented by Mr. Eads calls for handling of these details by such an organization as a state press association, while Mr. Huse describes how the details can be cared for by an advertising agency if the papers concerned will make the agency their exclusive representative.

The bulletin also contains an article by M. P. Linn, general manager of the *St. Louis Republic*, on the part advertising played in the war, and what advertising can do in regard to the after-the-war trade of the United States.

Philadelphia Craftsman to Hear Technical Talk.

On Thursday evening, April 10, the Philadelphia Club of Printing House Craftsmen will have an unusually interesting meeting which should be attended by all Philadelphia master printers, superintendents and foremen of printing-plants, and others who have to work with paper, type, presses, bindery machinery, etc. The meeting will be held at the Hotel Bingham. After the dinner, which will be a good one in every respect, the lecture, "Standardization of Paper and Catalogue Sizes and Substance Weights of Paper," will be given by Thomas J. Curry, manager sales service department, D. L. Ward Paper Company.

After Mr. Curry's talk, the subject will be dealt with as it affects the various branches of the printing industry, as follows: "Estimating," by William C. Ritzius, estimating instructor for the Typothetæ of Philadelphia; "The Printing Salesman," by Edward Magee, of the Frank D. Jacobs Company; "The Composing-Room," by Hiram Parker, of the Holmes Press; "The Pressroom," by John Harbison, of the William F. Fell Company; "The Bindery" (speaker will be announced later); and "Will This Standardization Compare in Importance with the Benefits That Were Derived from the Standardization of Type Sizes?" by Charles W. Smith, Howe Addressing and Printing Company.

All these speakers are prominent craftsmen in the printing field. They are men who know their subjects, and those who hear

them talk will gain knowledge which could not easily be learned elsewhere. The Board of Governors is anxious to have a large crowd at the April dinner and meeting. There will be special musical numbers, entertainment and other attractive features.

Percy Marchant on Return Trip to Australia.

Several months ago we recorded the visits of some of our Australian friends, among them being Percy Marchant, who, with his



Percy Marchant.

associate, Donald Taylor, was making a trip through this country for the purpose of studying American methods and machinery. Since that time Mr. Marchant has made an extensive trip throughout the East, and also across to England, and we were pleased to receive another visit from him on his return trip to Australia, for which country he sails shortly after the first of April.

While at the office of THE INLAND PRINTER, Mr. Marchant expressed himself as being very highly impressed with our American methods, saying that he had learned many things he would be able to incorporate in his own business after his return. He also expressed a very favorable opinion of American business methods, and was very much gratified with the courtesy with which he had been received wherever he called.

These visits from our Australian fellow-workers in the printing industry, whom we have always been inclined to consider as being such a great distance away, will undoubtedly mean a great deal toward bringing us closer together and establishing better business relations between the two countries.

Cuban Newspaper Installs Complete Plant.

News of interest from the republic of Cuba is supplied by the announcement that *The Times of Cuba* is completing the installation of a large composition, printing and binding plant to handle its own work, as well as to enable the publishers to contract for general business.

The Times of Cuba is published on the first Saturday of each month and is characterized on the publication's letter-head as "The Only Review of Cuba and the Isle of Pines." A feature of each issue is a review of every Cuban sugar central and mine.

George W. Moser.

In the death of George W. Moser, president and founder of the Moser Paper Company, 621 Plymouth court, Chicago, February 26, paper and printing-trade circles of Chicago lost a respected and valued member.



George W. Moser.

Mr. Moser was a native of the city, having been born in Chicago on March 9, 1850. The deceased started in the wholesale paper business, when he was sixteen years of age, with the Lafflin-Butler Paper Company. Later he became associated with Bradner, Smith & Co., following which engagement he was manager for the F. P. Elliott Paper Company up to the time of Mr. Elliott's death. In February, 1893, he formed the Moser-Burgess Paper Company, opening the business at 237 West Monroe street. Quickly outgrowing these quarters, the business was removed to Nos. 208-210 on the same street. It was at this time that Mr. Burgess retired from the business, the firm-name then becoming the Moser Paper Company. The business continued to increase until even the quarters at 208-210 Monroe street became too small and, in 1909, the Moser building at 621-631 Plymouth court was erected and occupied.

Mr. Moser's personal life was marked by many benevolent and kindly acts which attest his strength of character and sense of fair dealing.

Many young boys have been educated and assisted by Mr. Moser. Not having children of his own, Mr. Moser took his nephew, P. A. Van Black, as a boy, and reared him with the same care and interest as though he were his own son. After his education had been completed, Mr. Van Black was introduced into the business by Mr. Moser, to whom he had been of great assistance from the start. Mr. Van Black has been vice-president and manager of the Moser Paper Company for some time, and his intimate knowledge of the business is assurance that the company's large and growing trade will go on uninterrupted. Mr. Moser, we are told, was like a father to

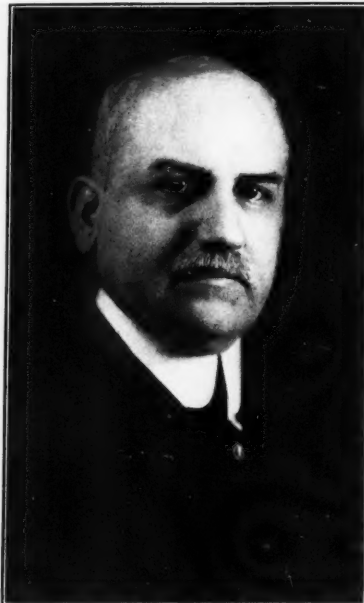
his employees, many of whom have been with the company from fifteen to twenty years.

Elmer M. C. Africa.

Elmer M. C. Africa, president of the J. C. Blair Company, manufacturing stationers, of Huntingdon, Pennsylvania, passed away February 23, at his home in Huntingdon, after a successful career in the business world. Mr. Africa was one of the pioneer tablet manufacturers of the United States, having started when a boy as a clerk in the bookstore of the late J. C. Blair, the founder of the tablet industry. When Mr. Blair began tablet-making at Huntingdon in 1878, Mr. Africa was his assistant, learning the business with him and growing with it, and upon the incorporation of the J. C. Blair Company in 1891, he was elected vice-president.

After the death of Mr. Blair in 1897, Mr. Africa was made president of the company. From that time on his aim was to carry on the business principles established by Mr. Blair, and he made the business of the company successful beyond comparison, the factories of the Blair plant standing today as a monument to his devotion to the ideals of his former employer.

Ever a public-spirited citizen, Mr. Africa gave freely of his services and wealth to many charitable objects, notable among them being the J. C. Blair Memorial Hospital, of which he was president at the time of his death. Every public improvement in his town received the benefit of his assistance and



Elmer M. C. Africa

counsel, and his public service to the State was crowned by service on the Executive Committee of the Pennsylvania Council of National Defense and Committee of Public Safety throughout the term of the war.

By the terms of his will, most of his stock interests in the Blair company passed to his older friends and associates in the business.

Herman Frederick Harmegnies.

Still in the prime of his life and prominent in the business world, Frederick Harmegnies passed away at his home in Chicago, Wednesday night, March 5, after a brief illness. Mr. Harmegnies was president of Harmeg-



Herman Frederick Harmegnies.

nies & Howell's printing establishment for many years. He was born in La Bouverie, Belgium, in 1868, and came to the United States during his infancy. He has been a resident of the Oak Park district for twenty-six years and received his education in private schools and at Northwestern College at Naperville, Illinois. Besides his widow, he is survived by a son and daughter.

Mr. Harmegnies was a man of sterling character, civic spirited and whole hearted, and leaves a host of friends to miss him in this community.

Jules Gaspard.

Jules M. Gaspard, noted portrait-painter and art critic, who spent his boyhood days in Davenport, Iowa, and learned the printer's trade in the office of the *Democrat* of that place, died February 18 at his home in New York city, at the age of fifty-seven years.

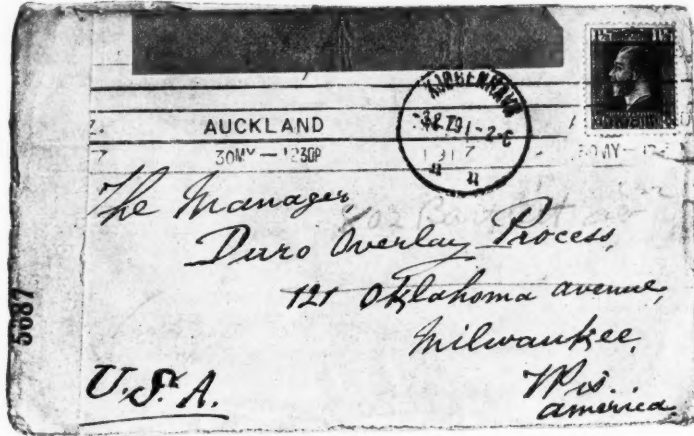
Born in France, Mr. Gaspard came to America with his parents when eight years old. At an early age he entered the job-printing office of the *Democrat*, at Davenport. He was a close associate of W. L. Purcell, proprietor of the Purcell Printing Company of that place. Mr. Gaspard, as a printer, worked with E. M. Keating, the editor of the "Machine Composition" department of THE INLAND PRINTER, in 1887-1889.

From Davenport Mr. Gaspard went to Chicago, where he became art critic and manager of the art department on the old *Inter-Ocean*. During this period he also contributed a number of pen-and-ink sketches to THE INLAND PRINTER.

When America entered the world war, Mr. Gaspard endeavored to enlist in the fighting division of the army, but he was rejected on account of his age. He then enlisted as a Y. M. C. A. secretary and spent some time overseas.

Answer to "Inland Printer" Advertisement Has Interesting Experience.

THE INLAND PRINTER is not given to "tootin' its own horn," but there are occasions when we can not remain silent, and



Reproduction of Envelope Mailed from Auckland, New Zealand, March 28, 1917, and Reaching Its Destination After Passing Through the Military Forces of Both the Enemy and the Allies.

this is one of them. The value of THE INLAND PRINTER as an advertising medium has always been recognized, inquiries reaching our advertisers from all corners of the earth. Few inquiries, however, go through experiences similar to one received during the past month by W. E. Radtke, of Milwaukee, who has been advertising the Duro overlay process in this journal for several years past.

As will be noticed in the letter, which follows, this inquiry comes from Auckland, New Zealand, and was dated May 28, 1917. It will also be noticed that the envelope, which is reproduced, bears the German censor's stamp, dated at Berlin, 1917, as well as the censor's stamp of the Allies. It is evident, therefore, that the letter was captured by a German raider and taken to Germany, where it was kept until after the signing of the armistice, when it was turned over to the allied forces and sent on the way to its destination, reaching Milwaukee almost two years after it was mailed. The letter reads as follows:

PASTORAL PUBLISHING CO.

To the Manager,
Duro Overlay Process,
Milwaukee, Wis., U. S. A.

DEAR SIR: AUCKLAND, MAY 28, 1917.

My attention was called to the splendid effects obtained with the above process in the accompanying advertisement.

The writer would be delighted to receive samples and terms.

I would willingly enclose our New Zealand stamps for same, but I fear that they might not be of use to you in the States.

E. PHIPPS, Acting Secretary.

In bringing this letter to our attention, Mr. Radtke writes as follows:

We are inclosing to you in this letter an envelope and contents, together with a copy of our answer to the same, which explains itself. As this letter has no doubt passed through very interesting experiences, we felt that it might be

of interest to you. You have our permission to use this, if you like, in your pages, as it shows that your publication does bring results, and the inquiries get through all difficulties to reach their destinations.

We are now continually receiving inquiries about our process and are convinced that printers are to have a great wave of prosperity. So soon

to the U. S. it was undoubtedly captured by some German raider and taken to Germany and kept there until recently, and, as it also bears the Allies' censor's stamp, that it was then turned over to our forces and sent on its way to its destination. This is certainly enough experience for one short business letter, is it not?

I shall send this letter and envelope to THE INLAND PRINTER to demonstrate that their advertising does reach to the far corners of the earth and that it can not be prevented from being answered even if it has to pass through both the military forces of the enemy and our own.

We are inclosing herewith sample of our process and full information concerning it, hoping that even at this late date you may deem it practical for your plant to be the first user of the Duro process in far-off New Zealand.

Thanking you for your kind words praising the appearance of our advertising in THE INLAND PRINTER, and trusting that you may receive this in prompt manner, we remain,

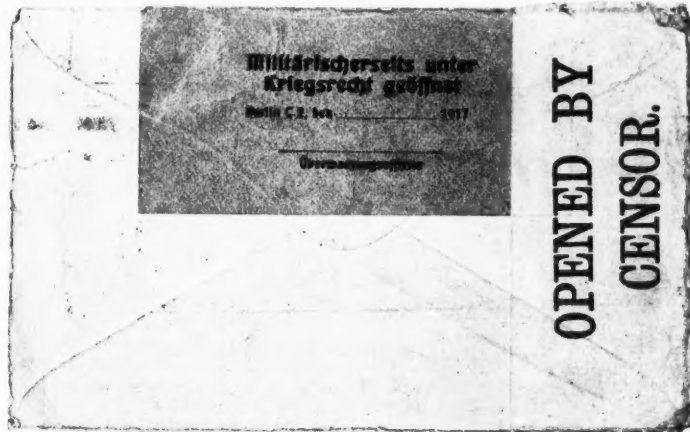
DURO OVERLAY PROCESS,
per W. E. Radtke.

It seems evident from the experience of this letter that answers to advertisements in THE INLAND PRINTER survive the vicissitudes of war and will finally reach their destination so long as they are not sent below the water.

Graphic Arts Men Visit Graphic Arts Home.

The February meeting of the American Institute of Graphic Arts was held in that notable temple to the graphic arts which the American Type Founders Company has established at Jersey City, New Jersey. Never have the members enjoyed a more profitable evening. It began by visiting the

as we are able to get the mills to make us a reasonable price and delivery on our materials, which were hard to manufacture during the war period, we shall begin an extensive advertising campaign. More and more printers are beginning to see the advantage in using the Duro overlay and we are assured of success.



Reverse Side of Envelope, Showing German Censor's Stamp and Stamp of the Allies.

Thanking you for your past attention to our needs and asking you to kindly return the interesting envelope and contents when you are through with them, we remain,

DURO OVERLAY PROCESS,
per W. E. Radtke.

We also present Mr. Radtke's letter in answer to the inquiry on account of its interest:

A few days ago I received a letter from you which you wrote us nearly two years ago, dated May 28, 1917.

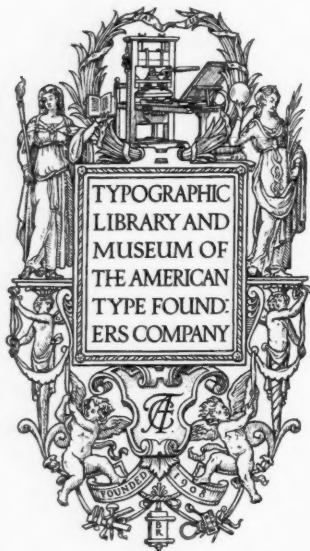
This letter certainly could, if it had life, relate some interesting experiences. From the envelope it can be seen that it bears the German censor's stamp, dated Berlin, 1917, on its way

extensive plant of this company, during which they were shown the delicate machinery, in operation, used to make modern type. Henry L. Bullen was the guide who explained all the steps in the process, from the matrix-engraving machines, which are in charge of Mr. Benton, the inventor, to the wonderful typesetting machines that perform all the operations automatically, from the molten metal to the perfectly finished type.

Then they were taken through acres of machine-shops where it would seem every pattern of a modern metal-working machine was in evidence. Last of all came the im-

mense store rooms adjoining the shipping department, the latter being cleared of its contents three times a day.

At six o'clock dinner was served (and every one who has visited this foundry during the noon hour can appreciate the home cooking and charming hospitality of this



Book-Mark of Typographic Library and Museum.

The book-mark as shown here was used in the guide to the exhibition illustrating the evolution of the printing art. The original, in larger size, is a wood-engraving, and a splendid specimen of the wood-engraver's art.

house). With the coffee and smokes came some short talks. A welcome from host Henry L. Bullen, who told something of the history of the Typographic Library and Museum, which promises to be a lasting monument to the generosity of R. W. Nelson, president of the company, and to Mr. Bullen, who has searched the world for the treasures it contains. Among the other speakers were Messrs. Hal Marchbanks, Frank B. Berry, Arthur Allen, Percy Marchant, of Sydney, Australia, and John Clyde Oswald.

Adjournment to the library brought the greatest treat, a special exhibition of the evolution of printing, from the Babylonian stamped and incised clay tablets to some exhibits of printing by members of the American Institute of Graphic Arts who were present. Among these were specimens by Fred W. and Bertha M. Goudy, William E. Rudge, Everett R. Courier and Hal Marchbanks, as well as printing of the Japan Paper Company, which combines "the charm of the Orient with the art of the Occident."

These exhibits, numbering over a thousand items, occupied forty-five cases and show only a portion of the treasures which this library and museum possesses. The catalogue of this exhibition was in itself a beautiful specimen of the printing art. Among the precious souvenirs of the meeting were marvelous exhibits of typesetting, one being the words of the entire Lord's Prayer, cast on the end of a 12-point M-type, and the other a half-point lower-case "a" cast on an agate body.

Miller Saw-Trimmer Company Entertains Entire Force.

On Tuesday evening, March 4, the Miller Saw-Trimmer Company, Pittsburgh, Pennsylvania, provided an enjoyable party for the factory and office associates. Owing to the rapid growth of the business, the three and one-half floors of the Point building had become too small to meet the requirements of the company, and another floor was taken over for manufacturing purposes. Before installing the machinery, extensive repairs and improvements were made, and to celebrate the event, an invitation was extended to each member of the factory and office force to bring a friend, wife, sister, brother or sweetheart, as the case might be, and spend an evening as the guest of the company. The second floor was transformed for the time being. It was handsomely decorated, a stage erected, a temporary kitchen installed and covers laid for four hundred guests. At seven o'clock the four hundred places and some extras were filled and a splendid dinner was served. Following the dinner, addresses were made by President F. F. Nicola, General Manager W. H. Smith, several of the guests and some of the factory and office associates. A resume of the year's business was made by Vice-President P. C. Dunlevy, who also acted as toastmaster of the evening.

After the speeches a program of vocal and instrumental music by members of the organization, assisted by an orchestra, filled the time until ten o'clock, after which the floor was cleared for dancing.

Peter Tracy.

In the passing of Peter Tracy the printing industry has lost one of its pioneer workers and the city of Memphis, Tennessee, one of its oldest and best-known citizens. "General" Tracy, as he was affectionately known to all, was born in Ireland and came to this country when a young man in his twenties. He worked in New York and in Cincinnati for about ten years, being a pressman on the *Cincinnati Enquirer* before going to Memphis. After arriving in Memphis he secured a position on *The Avalanche*, later serving an apprenticeship and becoming a compositor, following which he opened a job-printing shop of his own, which he had operated until his last illness.

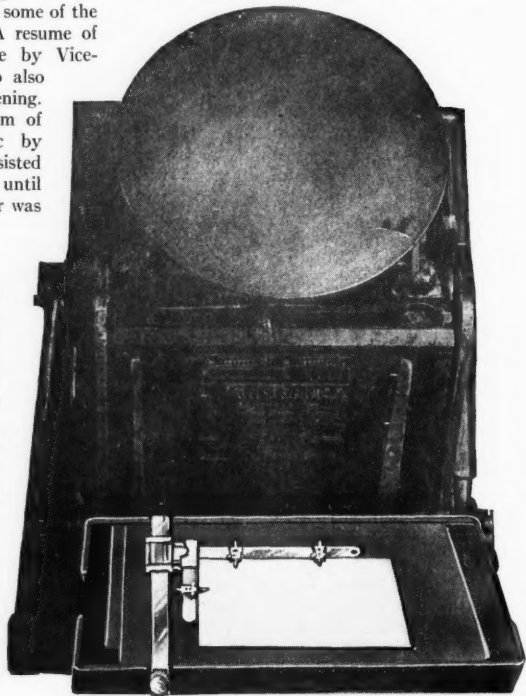
Immediately after making his home in Memphis, "General" Tracy took a deep interest in all matters pertaining to the welfare of the city and won the admiration and esteem of his fellow citizens by the enthusiasm and unselfishness with which he plunged into affair after affair for the glory of Memphis. He was one of the moving spirits behind the old Business Men's Club, now the Chamber of Commerce, into which work he threw himself, foreseeing the benefits that follow the cooperation of business men for the purpose of promoting the industrial and social welfare of their city and the territory surrounding it.

Mr. Tracy suffered a paralytic stroke just two weeks before his death. He was in his seventy-sixth year, and considering his advanced age had enjoyed good health until the time of the stroke.

The Instant Feed-Guide.

Since the close of hostilities a number of inventions that were necessarily held back because of the war are being brought to the front, and we can undoubtedly look forward to having many new labor-saving devices brought to our attention. One of the latest devices for saving time on platen-presses is known as the Instant feed-guide, the invention of John M. Strmic, a practical printer, which is being manufactured by The Comet Tool & Manufacturing Company, 2015 South Laflin street, Chicago.

As will be seen in the illustration, this feed-guide is arranged to slip over the platen after the job has been made ready, being fastened at the top by a thumb-screw, thereby doing away with the work of setting the side and bottom guides in the usual manner. The device consists of three strips of metal, thin but rigid, so arranged that they do not



Showing the Instant Feed-Guide in Position on the Platen.

interfere with the impression. One strip clamps over the bails on the platen; the second attaches to that strip, and can be readily moved up or down to whatever position is required for the bottom guides; the third fastens on the strip containing the bottom guides, and can be moved to the right or left as required. The guides are made to slip on the two strips, and are movable so they may be placed in any position desired. Once in position, the bars, or strips, and the guides are held firmly in place. These guides are made to fit all sizes of Gordon presses.

THE INLAND PRINTER WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 63. APRIL, 1919. No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing-trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage-stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 30 cents additional if copy is desired.

BOOKS.

"MURRAY'S travel book rivals Stoddard and Holmes," is the merit accorded to Samuel Murray's "Seven Legs Across the Seas" by the Springfield (Mass.) Union; get posted, in an entertaining way, on the strange and marvelous things found on five continents, seen during a journey of 73,689 miles; 434 pages, 25 illustrations and map; \$2.50 in stores, but \$2.00 (prepaid) to printers. Order from publishers, MOFFAT, YARD & CO., 31 Union Square West, New York city.

PRINTER'S READY RECKONER—Gives cost 1,000 sheets, 103 (new basis) weights of paper, ranging by quarter-cents up to 40 cents a pound. "Time Savers," says Supt. Haswell of University Press, University of Maine. "Would be low priced at twice amount charged for them." Postpaid 50 cents. FITCH BROS., Central City, Neb.

BUSINESS OPPORTUNITIES.

PRINTERS who typewrite, stenographers with literary abilities, wanted everywhere to conduct Keyboard Code departments in local periodicals; machine-written shorthand, easily learned, perfectly producible on all typewriters, linotypes, monotypes. Complete textbook, all details, 50 cents. JACOB BACKES, 1402 Avenue A, New York, N. Y.

WANTED—I wish to invest in a newspaper in a city of from 10,000 to 25,000 in a Middle Western State, preferably Indiana; will buy whole or half interest if proposition suits me; in answering give location and size of your city, and important facts concerning your paper, including financial status. A 821.

A STRICTLY FIRST-CLASS paper-ruler of good habits, and with \$500 or \$1,000 capital, can become stockholder and earn a good salary in a well-established blank-book and loose-leaf plant in a city of 60,000 inhabitants; applicant must be able to furnish satisfactory references. A 835.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—Small two-press job-shop, news-stand and stationery stock; well-established going business; owner must seek change of climate; a good proposition for young man and wife. T. H. DUNSTAN, Box 146, Missoula, Montana.

FOR SALE—Job-printing office with established "Cash with order" mail specials and local trade. COLONIAL PRINTING CO., Mansfield, Ohio.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour; machine in perfect condition, has never been used; possession at once. Also one Kidder 30 by 30 inch rotary press printing two colors on the face and one color on the reverse side of the web, for electrotypes plates. Also one 36 by 48 inch one-color Kidder roll-product rotary wrapping-paper press, one 36 by 48 inch Kidder two-color roll-product rotary wrapping-paper press, one 36 by 48 inch Kidder combination rotary wrapping-paper press, printing two colors on one side of the web and one color on the other side, sheet delivery. Also one Kidder 12 by 26 inch perfecting press, with multiple feed and cut and slitting attachments, thoroughly overhauled, quick delivery. GIBBS-BROWER CO., 281 Broadway, New York city.

FOR SALE—Half-tone screens which have never been used, as follows: Nos. 16106, 16107, 16108, each 11 by 14, 65-line, 120-line and 133-line, respectively, and values placed on each by Max Levy, \$60, \$98 and \$115, respectively. Also one half-tone printing-frame, 11 by 14, for process-work, heavy glass and rubber pad included; one combination plate and screen holder; 200 square feet of cherry wood block, and about 100 pounds of half-tone copper and zinc, twelve-gage. A 835.

<p>Megill's Patent SPRING TONGUE GAUGE PINS</p>  <p>QUICK ON</p> <p>Send for booklet this and other styles.</p>	<p>MEGILL'S PATENT Automatic Register Gauge</p> <p>automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.</p> <p>E. L. MEGILL, Pat. and Mfr. 60 Duane Street NEW YORK</p> <p>From us or your dealer. Free booklets.</p>	<p>Megill's Patent DOUBLE-GRIP GAUGES</p>  <p>WISE GRIP</p> <p>Send for booklet this and other styles.</p>
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FOR SALE—One Scott No. 3 offset press, size sheet 34 by 46, size of work 33 by 45, three sets of rollers, equipped with U. P. M. feeder, practically new; one Park's lithographic transfer press, size of bed 44 by 68, size of sheet 40 by 60, practically new; one Park's double medium geared lithographic press, size of bed 29 by 44, also equipped with gelatin attachment; three lithographic presses, direct drive, size of bed 24 by 23, also equipped with gelatin attachment; one Multiplex display fixture, No. 1, 25 leaves, 4 by 7 feet, giving 1,400 square feet display area, with electric light attachment. GUBELMAN PUBLISHING CO., 2 Garden street, Newark, N. J.

FOR SALE—Big edition machinery: rotary two-color press, folders with Cross feeders and stitchers, trimmers, etc., Latham 1½ stitcher \$200, etc., in list H; three model 8 linotypes, each \$2,100; Intertype, \$1,200; other models; Smythe sewing-machine, \$700; Sheridan book-trimmer, \$400; knife grinder, \$120 in list R; complete monotype equipment; S. A. John Thomson, \$450; No. 4 Boston stitcher, motor, \$150, list C; 1,000 pounds quads, automatic, Miehle presses in 16-page list 21. Ship on 30 days' time to responsible parties. PECKHAM MACHINERY CO., Marbridge bldg., New York city.

FOR SALE—Bargains in printing and binding machinery: one No. 1 size 39 by 53 Miehle press, one No. 3 size 33 by 46 Miehle press, both have motors and controllers; one Christensen automatic stitcher; one 24-box gathering-machine with stitcher attached; one Crawley rounder and backing-machine; one No. 4 National sewing-machine; one lot of standing presses; two 14 by 22 Colt's Armory presses; three steel-top imposing-tables; all of above machinery and material in good condition. O. B. BRUSH, 105 West 40th st., New York city.

KIMBLE MOTOR FOR SALE—Quarter horse-power, suitable for either 8 by 12 or 10 by 15 Gordon; in good condition, practically as good as new; reason for selling, am installing Miller feeder and need larger motor. FRED P. ROBISON, Curwensville, Pa.

LINOTYPE slug and rule caster for sale; casts 2-point to 12-point slugs, and 2-point to 12-point border; including 15 slides, 2 sets of high and low molds; water-cooled; extra ejector-blades; in first-class condition. JERSEY JOURNAL, Jersey City, N. J.

FOR SALE—Two 12 by 18 C. & P. presses equipped with Humana feeders, all in A-1 condition; price \$1,100 for both, choice of one, \$600, F. O. B., Boston. BOSTON INDEX CARD CO., 115 Purchase st., Boston, Mass.

FOR SALE CHEAP—Century Campbell press; a four-roller press in good condition, takes a sheet as large as 43 by 62 inches, low price for immediate sale. FARMER AND BREEDER, Sioux City, Iowa.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE—Kidder one-color roll-product rotary press, size 30 by 20 inches, brand new; bargain. GIBBS-BROWER CO., 261 Broadway, New York city.

FOR SALE—Hand-press, R. Hoe & Co. make, No. 5448; in good condition; price \$100. HUGH STEPHENS PRINTING CO., Jefferson City, Mo.

FOR SALE—Stokes and Smith rapid rotary press with generator, practically new; \$1,000. JOHN R. SMYTH PRINTING CO., Marshall, Mich.

FOR SALE—Model K linotype with extras, \$1,800; used 1½ years, A-1 condition. J. W. BRACKETT COMPANY, Phillips, Maine.

FOR SALE—Auto press in good condition. Address LEADER-REPUBLICAN, Gloversville, N. Y.

FOR SALE—Rouse paper-lift to fit 65-inch Miehle; first-class condition. A 838.

HELP WANTED.

Bindery.

WANTED—An all-around bookbinder, or a man that is a good ruler and can forward. CASPER BOOK MFG. CO., Walla Walla, Wash.

Bookbinding Machinist.

BOOKBINDING MACHINIST WANTED—We have a good position to offer a capable mechanic who understands repairing and erecting book-binding machinery such as folders, stitchers, book-sewing machines, case-making machines, casing-in machines, etc. Give full particulars and experience. A 805.

Composing-Room.

W. P. JONES—We have an opening for you; please communicate with us. We will appreciate any one knowing JONES calling his attention to this. KELLEY-DAVIS CO., Oakland, California.

WANTED—Stoneman and compositor combination; first-class, good wages, permanent position; union shop. Write or apply, CASLON PRESS, 3101 Monroe st., Toledo, Ohio.

IF YOU ARE a good job-man, have tubercular or asthmatic tendencies, want to go to Colorado and be well, have steady job, write A 825.

WANTED—Working foreman qualified to set up work of high character; experienced make-up and lock-up on forms. A 667.

Estimator.

PRINTING ESTIMATOR to make and check estimates in office of local printers' organization having estimating division; must have knowledge of cost-finding and be able to render cost system service when required; salary according to ability; state all particulars in first letter. A 822.

Gold Stamper.

WANTED AT ONCE—A-1 gold stamper; steady for right man, married or single; give references and wages wanted; open shop. A 827.

Managers and Superintendents.

A POSITION as general manager is open with a printing house in the central West, operating a composing-room, pressroom, bindery and linotype department; the plant turns out general catalogue and publication work; the position requires a thorough knowledge of all the above departments, a knowledge of how to handle men, a desire to do more or less selling and familiar with the Standard cost system; a man between 35 and 40 years old preferred. All communications will be held strictly confidential. A 769.

AN OPPORTUNITY for a first-class working foreman; one that has the ability for superintending; good all-around commercial and catalogue printer, who can get good results in pressroom and bindery, and can handle jobwork economically; have equipment of 4 cylinders and 4 jobbers; young married man preferred. A 790.

SUPERINTENDENT, who thoroughly understands high-grade catalogue and color work; must be an executive who can get results; will pay good wages to the right man, but he has got to show that he is capable. A 819.

Organizers, Accountants and Secretaries.

ORGANIZERS, ACCOUNTANTS AND SECRETARIES to work with the United Typothetæ of America in organizing the printing industry; high type of men with knowledge of, and experience in, the printing business desired; good salaries and opportunities for future advancement. UNITED TYPOTHETÆ OF AMERICA, 608 S. Dearborn street, Chicago, Ill.

Pressroom.

WANTED—A good job pressman in a new plant near New York; one familiar with cylinder, Kelly and Miller feeder, and who can turn out good commercial work at a profit. Give references, experience and wages; position ready by May first. A 829.

WANTED—Good working press foreman on black and white and color processwork, for Montreal, Canada; entire Miehle equipment, four presses. Give full information and salary expected. A 839.

WANTED—Competent platen pressman capable of producing first-class work; good wages, steady work. D. B. COWLES & SON, Williamsport, Pa.

Printing Sales Manager.

WANTED—Printing sales manager for plant in Middle West city doing nearly a quarter million a year of high-grade advertising printing; man must be qualified also to take charge of advertising service department; he must be not over 40; will pay \$4,000 or \$5,000 a year. Write fully, giving all previous experience and reference. A 837.

Proofroom.

WANTED—Competent proofreader (practical printer preferred) in printing establishment. Apply, with details as to references, age, salary, etc., to A 836.

Salesman.

WANTED—Experienced city salesman to handle loose-leaf binders and supplies; prefer one who has handled the Proudfit line; permanent position; good opportunity. A 826.

INSTRUCTION.

LINOTYPE INSTRUCTION—17 Mergenthalers; day course, twelve weeks, \$80; 12 years of constant improvement; every advantage; no dummy keyboards; all actual linotype practice; thorough mechanical instruction; keyboards free. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

Miscellaneous.

PAPER BOXES, if interested in, subscribe to *The Shears*, the trade journal of the paper box industry; 100 pages or more monthly, devoted to live reading-matter and advertisements dealing with the manufacture of all classes of paper boxes and containers; established 1892; 20 cents a copy, \$2.00 per year. SHEARS PUBLISHING COMPANY, Lafayette, Indiana.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

THIRTEEN CENTS per pound for old foundry type, if shipped at once, prepaid, in exchange for our guaranteed new type. THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn.

SITUATIONS WANTED.

Bindery.

SITUATION WANTED—Bindery foreman, familiar with latest machinery, folders, cutters, auto stitchers, gathering, sewing-machines, etc.; 31 years old, married, best habits and references; state size of bindery. A 778.

Composing-Room.

TYPOGRAPHICAL ARTIST and practical printer; fifteen years' experience as an executive and creator of catalogues, booklets, brochures, folders and unique advertising literature; time saver in laying out work for hand and machine composition; leader of a force of men and teacher of mediocre talent; \$45; age 34, union. A 834.

PRINTER SEEKS POSITION—A young first-class job-compositor with some experience on linotype seeks position in first-class plant; capable of taking charge of a well-equipped composing-room; union; will go anywhere. A 831.

STONEMAN—First-class, capable of lining up and O.K'ing press-proofs; associated with high-grade work for years in one of the best shops in the country. A 671.

MAKE-UP AD MAN wants situation, Northwest desired; employed at present on large daily; would like to change; have had 9 years' experience; union; no boozier. A 820.

Electrotyper.

EXPERIENCED ELECTROTYPYPER, possessing the necessary machinery for making curved or flat plates, wishes to connect with some large printing-plant; Middle West preferred. A 756.

Instructor.

PRINTING AND MUSICAL INSTRUCTOR, experienced in institutional work, married, wife cottage matron and school-teacher, desires to change positions for good reasons; highest credentials. P. O. Box 1029, Providence, R. I.

Managers and Superintendents.

SITUATION WANTED by practical printer as superintendent in medium-sized plant doing high-grade commercial and catalogue work, where there is opportunity for advancement; good executive, understands cost, has selling experience; union; employed at present but would change, West or Middle West preferred. A 828.

I HAVE ABILITY, confidence and enthusiasm, plus a thoroughness in shop management, estimating, advertising and constructive salesmanship; now employed, but seek change; manager or superintendent, or any position that calls for the best I have; let me tell you about myself. A 673.

SUPERINTENDENT-MANAGER desires position with a medium-size concern where a thorough practical training is necessary; good estimator, economical buyer; any location. ADVERTISER, 316 W. 58th st., New York city.

SUPERINTENDENT, practical man with much experience on high-grade catalogue and color work, desires a change; thoroughly experienced; familiar with cost system, also estimator; good habits. A 832.

SUPERINTENDENT—Thorough, practical man, full knowledge of printing in all branches, desires the supervision of a large plant doing the better class of printing. A 669.

Miscellaneous.

PRESSMEN, cutters, diemakers, desiring positions in paper box factories, use the want columns of *The Shears*, the trade journal of the paper box making industry; established 1892; 100 pages or more each month devoted to set-up, folding, corrugated and fiber paper boxes and containers; 20 cents a copy, \$2.00 per year. SHEARS PUBLISHING COMPANY, Lafayette, Indiana.

Pressroom.

CYLINDER AND KELLY PRESSMAN, expecting to be discharged from the army soon, desires a position as foreman of a medium-sized pressroom; ten years' experience on the better grades of half-tone and color work; age 26, single; East preferred. A 830.

PRESSROOM FOREMAN, now employed, having charge of room consisting of cylinders, automatics and magazine presses doing a good grade of work, wishes to make a change. A 775.

Rule-Cutting Diemaker.

EXPERIENCED RULE-CUTTING DIEMAKER—Has had lots of experience on novelty cut-outs; also cold and hot embosser. A 824.

WANTED TO PURCHASE.

PROPOSALS WILL BE RECEIVED at the Bureau of Engraving and Printing, and opened at 2 p. m., Wednesday, April 2, 1919, for the purchase of the following condemned machinery, viz.: one large Century Campbell press, bed 36 by 48 inches, fly delivery; one small Century Campbell pony press, bed 24 by 30 inches, fly delivery; one Cottrell press, bed 28 by 40 inches, fly delivery; one Delphos press, bed 22½ by 30 inches; this press has a printed side up front delivery and an automatic feeder attached; these presses are without electrical equipment and are not guaranteed in any particular, and bidders before submitting prices should inspect the same.

WANTED—Several old-fashioned Liberty presses; give complete information regarding size and condition of press, also what equipment goes with the press. N. H. STUART, Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich.

WANTED—300 brass galleys, 16 by 30 inches over all, 14½ by 28½ inches, inside measurement, brass shoulders reinforced by wood mold on all four sides. THE NATIONAL TRIBUNE COMPANY, Washington, D. C.

WANTED—Secondhand Kidder or New Era roll-feed bed and platen presses of any size or type, with or without special attachments. GIBBS-BROWER CO., 261 Broadway, New York city.

WANTED—Laminated zinc-bound press-boards, 16 by 24, in good condition; advise number you have and price. L. H. JENKINS, Inc., Broad and Allison streets, Richmond, Va.

WANTED, for cash, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED—Secondhand printing and bindery machinery and material; going in business; what have you? A 823.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Advertising for Printers.

GO AFTER BUSINESS with good advertising. Use our color cuts and copy for blotters, booklets, folders. Samples if you ask ARMSTRONG ADVERTISING SERVICE, Des Moines, Iowa.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar-pads for 1920; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black.

CABOT, GODFREY L.—See advertisement.

Casemaking and Embossing.

SHEPARD, THE HENRY O., COMPANY, 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER—Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting-Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Cylinder Presses.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSHING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

R.R.B. GLUE

*For Strength, Flexibility, Whiteness
and General Satisfaction.*

ROBERT R. BURRAGE
83 Gold Street NEW YORK

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

Job Printing-Presses.

BARNHART BROTHERS & SPINDLER—See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

Numbering-Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Paper-Cutters.

BARNHART BROTHERS & SPINDLER—See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating-machines of all kinds, styles and sizes.

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller-Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Mortimer st., Rochester, N. Y.

WILD & STEVENS, Inc., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Supplies.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punching-Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching-machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Rebuilt Printing-Presses.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing-Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat. Also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job-press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHR, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, both blank and printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. We do not solicit business from your customers, but from you. You take the order, we make and print the tags for you. By specializing in the production of printed tags for every business, we can execute orders cheaper than you could produce the same work. Send for particulars regarding our plan, then look about you and get the tag business of your town. There is a generous profit in this for any printer who is a salesman, and the Denney plan requires no outlay and no investment for equipment. Write us. DENNEY TAG CO., West Chester, Pa.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1921 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 840 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire-Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

GATCHEL AND MANNING
PHOTO-ENGRAVERS
SIXTH & CHESTNUT STS.
PHILADELPHIA
WRITE! — PHONE! — CALL!



WHILE-U-WAIT

Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue. THE BARTON MFG. CO., 89 Duane St., New York City

FOR SALE Owing to change in equipment we have for sale two Hammer Paper-Lifts six feet between side uprights; can be used on any press having a bed surface 41 x 58 inches or smaller. These lifts are in first-class condition and can be bought at a very attractive figure.

The McDonald Printing Co., Cincinnati, Ohio

WEDDINGS

Mean Business For You

INSURE getting your share of the orders, which will be placed for Engraved Wedding Invitations and Announcements, by securing our sample-book, "Correct Styles"—Price, \$1.00. Our suggestions will help you get the cream of this business in your locality.

FUNKE ENGRAVING COMPANY

Steel and Copper Plate Engravers
Plate Printers, Steel Embosers

538 S. CLARK STREET, CHICAGO, ILL.

HOWARD BOND

WATERMARKED

Is produced by the Howard Mills, making one grade of Bond Paper exclusively. We invite and urge comparison.

HOWARD BOND

Has no rival for its beautiful white color and unusual strength. It is manufactured with water filtered by nature, taken from a subterranean lake of absolute purity.

HOWARD BOND

Is moderate in price and represents every requirement of the business world, and has revolutionized the Bond Paper market of America.

COMPLETE LINE OF WHITE AND
COLORS ALWAYS CARRIED IN STOCK

Sample Book Sent Upon Request.

THE HOWARD PAPER COMPANY
URBANA, OHIO



WHITAKER

ANNOUNCES

BASIC BOND

ON March first we ceased to be the agents for a mill-controlled line of Sulphite Bond. Our obligations to the trade required us to supply our own sheet in this class, a sheet made to our specifications by master paper makers, and embodying our own ideas of what a paper of this kind ought to be, to do, and to cost. We are proud to offer this sheet identified by our own water-mark

BASIC BOND

Basic Bond establishes a new standard of value for papers of this class, value recognizable by the eye, by the ear and by the sense of touch, and subject to demonstration by every mechanical and scientific test for substance, texture, uniformity and strength. Its printing qualities are superb.

Basic Bond is, and always will be maintained on a price basis that represents a reasonable manufacturing and distributing profit. Nothing more and nothing less.

Carried in stock in White, Pink, Blue, Green, Buff, Canary, Cafe and Golden Rod; all standard sizes and weights; envelopes to match.

THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

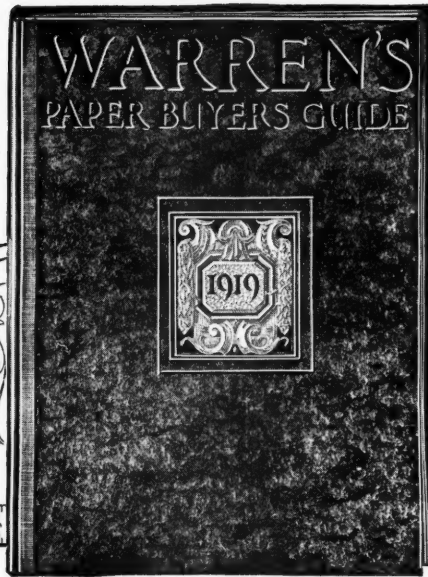
BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.

DETROIT, MICH.
BIRMINGHAM, ALA.
DENVER, COL., (Peters Paper Co., Division)

ATLANTA, GA.
RICHMOND, VA.
NEW YORK, N.Y.

Branch Offices in all principal cities





Warren's Paper Buyer's Guide

THERE may be more beautiful books issued this year than this one. There may be books more generally useful. But for practical use to a buyer of printing, and as a specimen of craftsmanship in book-making we are willing to put forth Warren's Paper Buyer's Guide as an effort for which we have no apology and as a work by which the standards of our house may be judged.

Once a year for several years we have issued a Suggestion Book, showing samples of the Warren Standard Printing Papers, and the way they print. Each year's book we made a little better, a little more helpful than the last. There is no presumption in calling this book a paper buyer's guide.

Doing this, we learned lots of ways to improve our specimen books, and this last one, the Warren Paper Buyer's Guide, is quite the best and most complete volume on printing papers we have ever issued.

It is made up of sheets of the twelve

Warren Standard Printing Papers, with each of the twelve represented in different weights. The kinds of work that these papers are made to do is indicated not only in the text but also by actual engravings printed on the paper.

And on whatever paper an engraving subject is shown, the reasons why that paper is the right paper for that kind of a subject are fully given.

A man who knows very little about buying paper can buy pretty wisely if he uses this book. He doesn't have to worry about cost, because he is buying a standard product, of standard quality, at a standard price. The price of Warren Standard Printing Papers represents the intrinsic value or the actual worth of paper of fixed quality.

Because this book makes the buying of paper easier, and because it makes it easier to get better printing, it helps people buy economically. It will be mailed on request to printers; to buyers of printing, engravers and their salesmen.

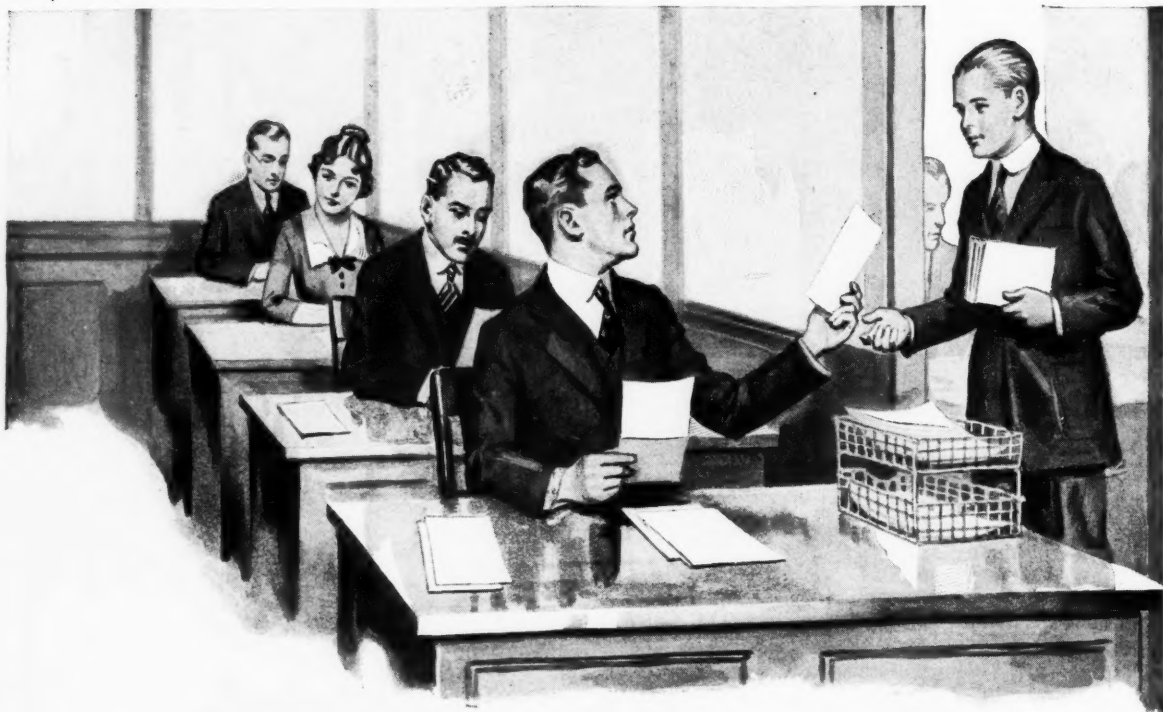
S. D. WARREN COMPANY

BOSTON, MASSACHUSETTS

"Constant Excellence of Product"



Printing Papers



Ball Bearings Made of Paper

Not all ball bearings are made of steel. Some of the very best are made of paper. They are the concise, well-thought-out printed forms which eliminate friction in office and workshop, and keep things moving smoothly, speedily.

Every printer supplies these ball bearings of paper to his customers, and every enterprising printer has learned that there is no better way to create new business than to show to his "prospect" forms that will systematize office work and speed up production.

The Hammermill Portfolios of printed forms supply just this kind of material. There are thirty of these portfolios, and the forms in each apply to a different line of business.

We send the full set of portfolios to any printer who writes us for them. Let us send them to you. You will find many forms you can use in your own shops. They will save time, prevent mistakes, and give you an interesting story to tell your customer, before you begin to talk to him about the good qualities of Hammermill Bond itself.

Hammermill Bond is a business builder for every printer who recommends it to his customers, for it can be depended on to give satisfaction. In addition to being unvarying and absolutely dependable in quality, it is the lowest priced standard bond-paper on the market. It is made in three finishes, bond, ripple and linen, and its twelve colors besides white

Look for this watermark—it is our word of honor to the public.

HAMMERMILL BOND

"The Utility Business Paper"



assure instant identification of forms, memoranda, branch office reports, etc.

Just as the maker of steel bearings depends on one high-grade steel for his use, so wise business men are finding, more and more, that it pays to standardize their printing on one established, water-marked paper of proved and dependable quality.

The printer who standardizes on Hammermill Bond gives satisfaction, saves time and makes money. His stock turnover is so rapid and uniform that he finds it easy to carry a good assortment for quick service.

Write us today for the Hammermill Portfolios.

HAMMERMILL PAPER COMPANY, Erie, Pa.

Look for this watermark—it is our word of honor to the public.

HAMMERMILL BOND

"The Utility Business Paper"

WHAT

did the war teach you,
Mr. Advertiser?

-The Power of Concentration

1-Concentrate
your mail advertising on
a *selective* list of prospects

2-Concentrate
your mail advertising on
Strathmore Quality Papers
They beat the Waste Basket

Strathmore  **Quality
Papers**

Every month, Strathmore hands this "Wake Up!" jolt to advertisers.

The magazines are those that business men read—a million and a half a month:

Literary Digest
World's Work

Review of Reviews
Printer's Ink

Outlook
System

The advertiser who reads these "concentration" advertisements of Strathmore becomes a better customer of the printer.

He sees it's profitable to pay for "art-plus-brains" printing.

Plan your printing for Strathmore Quality Papers—follow-up on the Strathmore message—push the concentration idea.

STRATHMORE PAPER COMPANY, MITTINEAGUE, MASS.



When Strong Men Meet

For fifty years Old Hampshire Bond has held unwaveringly to its high standard.

Are you the type of printer who has held unyieldingly to his high standard of craftsmanship? If you are, shake hands with

Old Hampshire Bond

You and Old Hampshire are two "strong men" destined to conquer.

The sturdiness and strength of Old Hampshire will appeal to such a man as you. You'll admire its distinctive finish—not exaggerated like some papers which you can't get an even type impression on—just distinctively different than the rest.

The crackle of Old Hampshire will be like music to you. It will be a message of good, old New England quality from a mill which puts quality first.

You'll see the possibilities in Old Hampshire Bond—its fine performance in the pressroom, its source of satisfaction and pride to your customers, its ability to build your reputation.

Now Old Hampshire may cost a little more in cents per pound, but it gains by dollars in your customer's estimation of your ability as a printer.

HAMPSHIRE PAPER COMPANY

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASSACHUSETTS

We have a few of our "Course in Salesmanship" left and a copy will be sent free to all who ask for it.

The SHORTAGE of
AUTOPRESS

Machines, Due to Conversion
from Industrial to War Work

An
Explanation

To the users who have been slightly inconvenienced through their inability to get AUTOPRESS supplies promptly; to our agents everywhere who in the face of this extreme shortage stood loyally by us and steadfastly refused to offer substitutes, we feel that an explanation is due for this scarcity of AUTOPRESS products.

With foresight sufficient to judge that the weight of America would carry the war to a speedy end, we set aside all personal interests and voluntarily offered our entire plant and service to the Government. Regardless of the fact that its regular production would be seriously curtailed; regardless of the setback which would temporarily result to the business it took years to build up; regardless of the profits which would necessarily be sacrificed, all of which we stood ready to forfeit.

It is an honor to have aided and to have the co-operation of the trade to serve our country. We are gratified that the country found our factory of value.

In the near future we shall reproduce the testimonials received from Uncle Sam for our accomplishments.

The American AUTOPRESS plant did its full share to help win the war, and it is now putting forth all its energies to supply the needs of its customers of the whole world.

THE FASTPRESS COMPANY, *Incorporated*

Distributors: The Autopress, Baby Cylinder and Fastpress

Dept. D, 2638-2640 PARK AVE., NEW YORK CITY

Telephone: MELROSE 362-363

Cable Address: AUTOPRESS



The Story of Printing Told to 3,000,000

BEFORE a national advertising campaign can prove profitable, the advertiser must have his goods "nationally distributed"—easily accessible to all who wish to buy. And the *supremely* national industry is Printing.

Hence the timeliness and force of the U. T. A. Advertising campaign now under way with copy inserted thus far as follows:

Saturday Evening Post 1 page, March 22nd
Printers' Ink 2 page spread, March 20th
Literary Digest 1 page, March 29th

Month after month, U. T. A. advertising will tell the Printer's story through full page space in general periodicals, in business magazines and in trade journals, reinforced by an effective drum-fire of mailing-cards, booklets, folders and circulars.

It preaches the straight-from-the-shoulder gospel of DIRECT Advertising—and more of it. It urges the business man to choose his Printer thoughtfully, to ensure his getting plus value from Printing investment. It urges emphatically, that the Printing buyer consult the *U. T. A. Printer*. With convincing force, it drives home the "why" of the U. T. A. Central Advertising Bureau, and how its expert DIRECT Advertising service is available to American business—*exclusively through the U. T. A. Printer*.

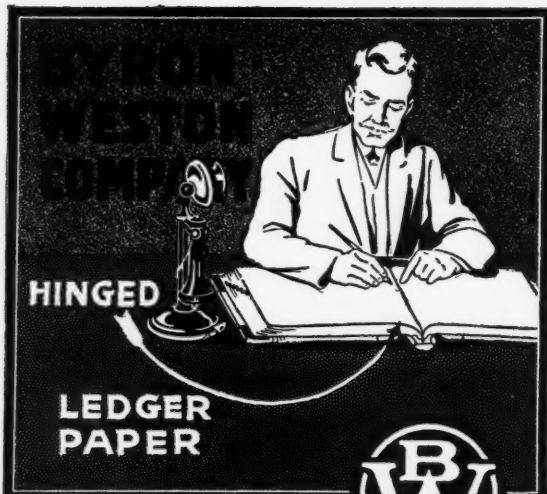
*Don't miss these membership benefits.
Ask for complete details, addressing*

United Typothetae of America

(International Association of Master Printers)

General Offices: 608 South Dearborn Street, Chicago, U. S. A.

"Not Conducted for Profit"



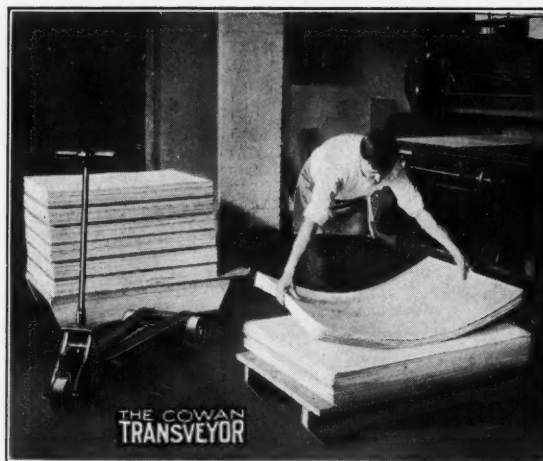
THE PAPER OF PERFECTION

Fine Finish, Uniform Texture,
Flawless Color, Unusual Strength,
Remarkable Firmness.

*Be sure to have plenty of samples of Byron Weston
Co. Linen Record Paper on hand. Send today.*

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

COWAN TRUCK COMPANY



— being capable of great variation of detail, the TRANSVEYOR System will exactly meet your particular storage and trucking requirements. It practically doubles your storage space and increases the quality and quantity of production by eliminating lost motion. Operating smoothly, swiftly, economically the TRANSVEYOR produces tangible profit.

May we send you, without obligation to you, a catalog and data on the TRANSVEYOR in the Printing Industry?

COWAN TRUCK CO. 22 Water Street
Holyoke, Mass.



The Right Papers For Manifold Forms

To make good copies of invoices and other printed forms, a high grade Onion Skin or Manifold paper is needed.

If an invoice or acknowledgment, the top sheet is sent to the customer. The copies, filed for reference, should be made on paper that will insure legible and permanent records.

Office system forms require strong and well-made paper, because of the handling they receive.

ESLEECK'S THIN PAPERS are made of the best new rags (garment cuttings) in a mill where quality dominates. They are strong, useful, uniform, durable.

SOLD BY LEADING PAPER DEALERS

ESLEECK MFG. CO.
TURNERS FALLS, MASS.

Ask Dept. B for new sample book.



THE FINISHING TOUCH

*Expressing High Standards of Elegance,
Originality, Distinction*

The printer who recommends Levant Cover Papers adds the finishing touch to his own artistic work. Simple type, simple design, combined with Dexter's Levant Cover Paper, create unexpected beauty. But the rich finish and coloring of Levant lend themselves even more completely to beauty of design and distinctive printing.

The catalog or booklet designed to reach the exclusive prospect will meet with instant approval if Levant Cover is used.

Many valuable ideas are found in our Levant Suggestion Book. Send for a copy and our list of reduced Levant Prices.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut



AMERICAN
MODEL 41
PRICE \$10

Visible.
Note
← Indicator.
6 Wheels

Are You Equipped to handle numbered forms profitably?

To do this class of work economically, accurately and efficiently you should have numbering machines that you can depend upon at all times.

American Numbering Machines

TYPE HIGH

Are steel throughout—made by experts; the wearing parts are all hardened; steel wheels, deeply engraved. Machine can be taken apart to clean without removing a screw or pin. Every machine tested and accuracy guaranteed. The cost is small, the profit large.

Write today for Catalogue of Typographic Numbering Machines.

American Numbering Machine Co.

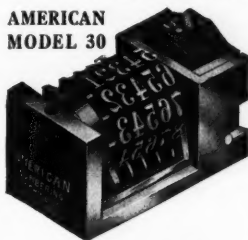
220-226 Shepherd Avenue, Brooklyn, N. Y.
123 W. Madison St., Chicago, Ill. 2 Cooper St., Manchester, Eng.

Sold by all Dealers in Printers' Supplies.

Specify AMERICAN when ordering

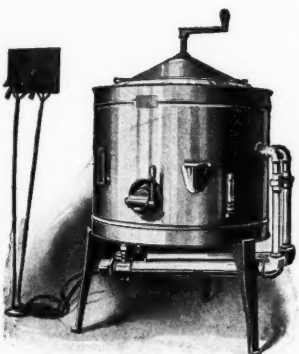
5 Wheels \$8.50; 6 Wheels \$10

AMERICAN
MODEL 30



No 12345
Impression of Figures

ADVANCE Electric Glue Heaters



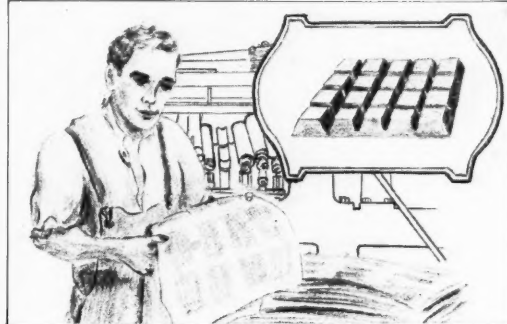
Do you know
you can heat
your glue with
ELECTRICITY
cheaper than
with gas or
steam?

Let us tell you about our complete line
which most large binders are using and
find a profitable investment.

Complete information on request to

The Advance Machinery Co.

VAN WERT, OHIO



PRESSMEN appreciate using high-grade type metals and will proudly show their skill in the make-ready. This results in the production of distinctively clear-cut printing.

M. & E. Type Metals

assure both quality and economy, because they maintain their original proportion of ingredients for a long time and will soon return their first cost. They are backed by our 40 years' experience in the manufacture of mixed metals. *Used and approved by the U. S. Government.*

Linotype—Typograph—Electrotype—
Stereotype—Autoplate—Monotype—
Composetype or Foundrytype—Special type

IMPORTANT! Mark your inquiry for Dept. 27.

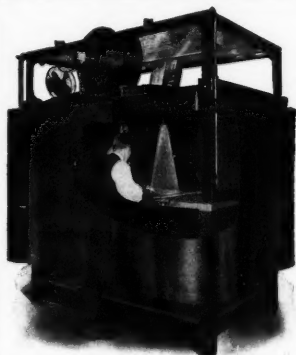
MERCHANT & EVANS CO.

2013-2035 Washington Avenue, Philadelphia, Pa.

New York Wheeling
Cleveland St. Louis



Chicago Baltimore
Atlanta Kansas City



Your pressroom will produce more impressions with the same presses, pressmen and feeders if you make up the forms by

The Taylor Registering Projector

and the forms will be made up easier and at less cost than by the old rule-of-thumb methods.

Cut down the make-ready time by eliminating your registering troubles.

THE TAYLOR REGISTERING PROJECTOR CO.

927 Linden Avenue

BALTIMORE, MARYLAND



"THE HUMAN FIGURE"

By JOHN H. VANDERPOEL

is the clearest exposition of figure drawing ever attempted. The construction of every part of the human form is minutely described, and illustrated by 330 sketches and 54 full-page drawings. "THE HUMAN FIGURE" is indispensable to the commercial artist, the student, or any one desiring a better knowledge of pictures than his untrained eye can afford.

Price, \$2.00; Postage, 10c extra

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

HUBER'S PRINTING-INKS

Highest Quality at Least Cost

J. M. HUBER 65-67 W. HOUSTON STREET
NEW YORK CITY

Chicago Boston Philadelphia St. Louis Cincinnati
Baltimore Omaha San Francisco Los Angeles

CARBON BLACK

MADE BY

GODFREY L. CABOT, Boston, Mass.
939-942 Old South Building

ELF AUK (PN) ELF B. B. B. VULCAN MONARCH KALISTA

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable

Sheets, 6x9 inches \$1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO



The Productimeter

in printing plants all over the country has eliminated all possibility of mistakes in counting production. Let us send you one on 30 days' free trial. Attachments for any platen press.

Write for new catalog No. 41

DURANT MFG. CO., Milwaukee, Wis.

The Mechanism of the Linotype

By John S. Thompson

Any one desiring a *thorough understanding of the linotype and similar machines* can not afford to be without this book, as it is recognized as the standard reference work on the subject and has no equal.

The present edition embodies all important improvements made in the Linotype up to the present time, and for this reason should be in the possession of every operator and machinist.

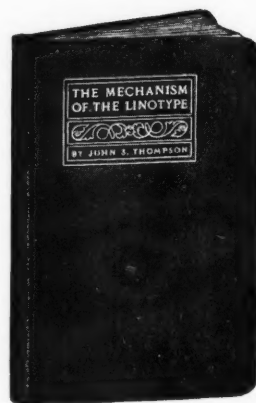
SEND IN YOUR ORDER FOR A COPY TODAY
IT IS INSURANCE AGAINST COSTLY DELAYS

CONTENTS

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; List of Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.

Bound in flexible leather. Price \$2.00. Postage 10 cents extra.

The Inland Printer Co., 632 Sherman Street, Chicago



Our Gummed Papers Are the Best

A Claim or a Truth

A Claim coming from a house in business more than a century, which considers cumulative good will its best asset, is worthy of serious consideration.

We stake our reputation on the actual practical performance of our product.

Next time you have a label job prove to your own satisfaction and profit the truth of our claims by specifying

JONES' NON-CURLING GUMMED PAPERS

Over one hundred years of experience has taught us "how"

LEADERS SINCE 1811

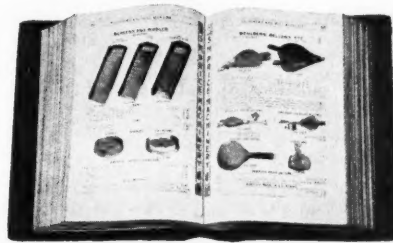
SAMUEL JONES & COMPANY

McClellan St., NEWARK, N. J.

LOOSE
LEAF



CATALOGUE
BINDER



Requires No More Binding Space Than That Allowed in Sewed Books

In fact, with this binder sewed catalogues may be readily changed into loose-leaf catalogues. *No posts, no rings, no metals on cover, flexible leather, and in every way just like a bound book.*

Catalogues May Be Kept Up to Date

by removing obsolete pages and inserting new pages to take their places. Leaves can be replaced at any part of the volume without removing the top leaves.

Made in various *sizes* and *capacities*, in both flexible and stiff bindings.

Printers introducing this line to their customers will reap the rewards attendant upon service. Particulars, prices, etc., on request to

SIEBER PRODUCTS MFG. CO.

329 Locust Street, St. Louis, Mo., U. S. A.

PRINTING INK

Varnish and Dry Color

Manufacturers



HALF-TONE and Process Ink specialized.

INTAGLIO Ink for the new photogravure processes. Printed samples, showing the most popular colors used, sent on request.

LITHOGRAPHIC Ink of every description, and the finest and best working

DIE STAMPING Inks.



SINCLAIR & VALENTINE CO.

New York

Boston
New Orleans

Philadelphia
Cleveland

Baltimore
Toronto

St. Louis
Montreal

Chicago
Winnipeg

Curtis Publishing Co.

Chose

The Monitor System

When master printers, such as the Curtis Company, Crowell Publishing Company, the New York American, New Orleans Picayune, Philadelphia Public Ledger and many large job plants invest in the same kind of equipment there's a reason. When they installed the Monitor System of speed control there were several reasons:

**Instantaneous Control Precision
Simplicity Safety Economy**

"Just Press a Button"

For the big sextuple rotary or the smallest job press, A. C. or D. C., there is a Monitor automatic control which just suits. Let us help you select the proper type for your plant. Ask for details.

Monitor Controller Company

New York
Chicago
Buffalo
Detroit
Pittsburgh

Baltimore, Md.

Boston
Philadelphia
Cincinnati
St. Louis
Minneapolis

2003

ECONOMY

The Supreme Proof of Quality

is a growing demand. SILFOIL met with instant success as a substitute for old-style tinfoil. Costing far less, with a satin surface of fine luster, it covers a wide range of uses.



QUALITY

NOVELTY

THE NEW ERA OF PEACE brings new responsibilities. Economy is still necessary in industry. Effective substitutes mean economy with better results.

Send today for handsome *Silfoil* sample-book.

**NASHUA GUMMED &
COATED PAPER CO.**

NASHUA, NEW HAMPSHIRE

BEAUTY

De Quality Book Papers

Irving S. & S. C. Book Magnolia M. J. Book

Made by new process papermaking methods which insures thorough disintegration of all fibers, thus making a uniform surface with better printing cushion. **C.** Best printing effects with less consumption of ink [by actual test]. **C.** Ink dries quickly, which permits faster running without risk of offsetting. **C.** Greater opacity—enabling use of lighter weights. **X**

Ask for Samples.

Swigart Paper Company

Established 1898

653 S. Wells Street, Chicago

"Checks are
money"



He appreciates it

When you recommend National Safety Paper your customer knows you are not trying to make a bigger profit but to give him better protection.

Write us for Samples of National
Safety Paper.

George La Monte & Son

Founded 1871

61 Broadway, New York City

Numbering Machines
are a good investment



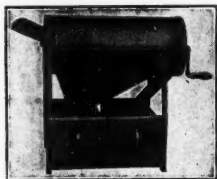
The Boston Model is a Good one

ALL DEALERS
SELL THEM

They can be used on your printing presses—
and lock up the same as type—and where the
space will permit, the numbering can be done
at the same time as the printing.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N. Y., U. S. A.

Mack Says:—"The Sifter More Than Paid for Itself the First Week of Its Use"



Hand Driven and Hand Fed Model.

Sandusky, Ohio, January 4, 1918.

Gentlemen—When the sifter came in we had on hand a little over nine hundred pounds of dross. This was dross taken from a second melting. After running this dross through the sifter and melting down the metal separated we find we are just four hundred and ten pounds of metal ahead—rich metal too, that, mixed carefully with our supply, will enrich that supply with tin and antimony.

THE REGISTER PUBLISHING CO.
Per E. H. MACK, Mgr.

Write for descriptive circular and prices.

DANDY DROSS SIFTER CO. (INC.)
FINDLAY, OHIO

PLEASURE & PROFIT

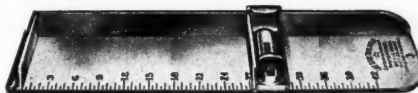
Partners in the Printing Business

Satisfaction, or pleasure, in the use of equipment has a direct bearing on profits. Remember that.

Inferior tools breed inferior workmanship, which spells LOSS. Dimes saved (?) on composing-sticks generally mean dollars lost on the stone and press. Unequalled in accuracy and strength, convenience and durability.

★ STAR COMPOSING-STICKS ★

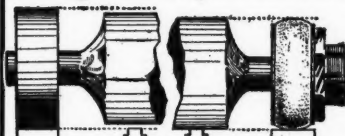
make the compositor's work pleasurable and the proprietor's business PROFITABLE.



Sold by all dealers or by

THE EAGLE ENGINEERING CO. Springfield, Ohio
U. S. A.

Proper Adjustment of Rollers



An old, shrunken roller with regular steel truck—form must be undercut and even then the rollers will drag on the form.

The same roller lowered to exact type height with Morgan Trucks Rollers with truck of same diameter will not abut.

on Platen Presses

is as essential to the production of good work as proper make-ready. Good work is impossible without the one the same as without the other. Further, the advantages afforded by

Morgan Expansion Roller Trucks

in enabling pressmen to adjust rollers to compensate for shrinkage as rollers grow old mean longer

service from them and a consequent saving of 50 per cent in roller expense. Have used your trucks for one year and can not do without them.—Dennis Lindsay.

Particulars, prices, etc., on request to

MORGAN EXPANSION ROLLER TRUCK COMPANY
LOS ANGELES, CALIFORNIA

This Might Happen in YOUR Shop Today

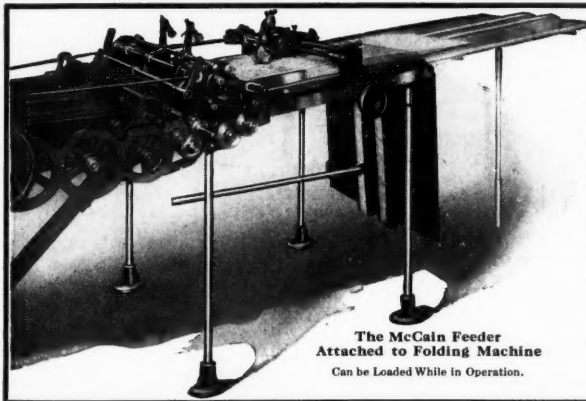


It can never happen if your C & P presses are equipped with T-B Safety Guards. Perpetual safety for a ten-dollar bill per press. (Recommended by Insurance and State Authorities.)

"GENE" TURNER, Manufacturer, Distributor, Sales Agent
30 Euclid Arcade, Cleveland, Ohio

Morgans & Wilcox Patent Lock and Register System
Morgans & Wilcox Accurate Iron Furniture
Morgans & Wilcox Knife Grinder Morgan Expansion Roller Truck
Burch Patent Perforator Acme Convertible Vibrator
Perfect (metal) Cutting Stick

Send one dollar for two sets T-B Patent Feeding Guides and Gripper Fingers. Stick in top sheet and paste down like a quad—one motion.



The McCain Feeder
Attached to Folding Machine
Can be Loaded While in Operation.

THE ADVANTAGE in the use of The McCain Automatic Feeder with high-speed folding machines is not altogether in the monetary saving resulting from the increased production and the practical elimination of hand-work. By making it possible for the printer to secure uniform maximum production from Dexter, Brown, Cleveland and Anderson high-speed folding machines, deliveries otherwise out of the question are made with ease.

Complete description and prices on request to

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

Established 1892

Brock & Rankin,

INCORPORATED

619 SOUTH LA SALLE STREET
CHICAGO, ILLINOIS

BOOKBINDERS
TO PRINTERS AND PUBLISHERS

THE McGRATH COMPANY
EXPERT MAKERS OF PRINTING PLATES

501 S LA SALLE ST
CHICAGO



TELEPHONE
HARRISON 6245

ENGRAVING
PROCESS

ELECTROTYPING
COLOR PLATES

Why Use Dinse-Page ELECTROTYPES ?

BECAUSE they are the best electrotypes to be had. (Any user of electrotypes will tell you that.)

BECAUSE they print better than inferior electrotypes.

BECAUSE they require less make-ready than inferior electrotypes.

BECAUSE they wear better than inferior electrotypes.

For SUPERIOR electrotypes see or write to

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED - SIMPLICITY - DURABILITY

Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

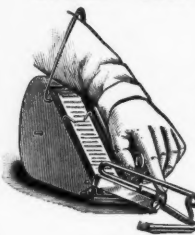
Yours very truly, B. D. Geiser,

Foreman Mailing Dept.

Manufactured in inch and half inch sizes
from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St.
Buffalo, New York



We cater to the Printing
Trade in making the
most up-to-date line of
**Pencil and Pen
Carbons**
for any *Carbon Copy* work.

Also all Supplies for Printing
Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

First, Last and All the Time

E. W. Blatchford Co.

230 N. Clinton St. World Building
Chicago New York

There Is No Business That



will bring in so large
per cent of profit and
that is so easily learned
as making RUBBER
STAMPS. Any
printer can double his
income by buying one
of our Outfits, as he
already has the Type,
which can be used with-
out injury in making
STAMPS. Write to
us for catalogue and
full particulars, and
earn money easily.

The
J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

THE TYPOGRAPHY of ADVERTISEMENTS

By F. J. TREZISE

"This is one of the best books
on the subject, and I shall in-
clude it in my list of approved
books on Advertising. It is well
written and artistically gotten
up. I congratulate *The Inland
Printer* on the work."

Professor Walter Dill Scott.

136 pages, 65 illustrations in two colors.
Price \$2.10 postpaid.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago



IN PILING

CASES, BALES OR
BARRELS USE A

Revolvator

Reg. U. S. Pat. Off.

It saves labor, time and
storage space.

WRITE FOR BULLETIN NO. 1-42.

REVOLVATOR CO.

313 Garfield Ave., Jersey City, N. J.

Sales Agent for

N. Y. Revolving Portable Elevator Co.

Bookbinding

And Its Auxiliary Branches

By JOHN J. PLEGER

Any printer can get information
from this set of books that will
save him trouble and money,
especially if he has to rely upon
others to do his binding.

Send for booklet giving contents,
sample pages and other details.

The Inland Printer Co.
632 Sherman St., Chicago



FULL OF LIFE AND COLOR

For the illustrations in your next job of printing let us furnish you the kind of plates we have been making for the past twenty years.

Half-tones that are full of life and color; line etchings that hold the finest line in the copy and process plates that are faithful reproductions of the original.

Incidentally we maintain a highly efficient art service that would pay you to get acquainted with.

THE STERLING ENGRAVING COMPANY
200 William St. 10th Ave. and 36th St. New York

Profit-Producing Printing Papers

Parker, Thomas & Tucker Paper Co.
535-539 South Franklin Street, Chicago

READY NOW

Publicity Initials

Two Useful Sizes 36 Pt. Font \$4.25
72 Pt. Font \$5.75

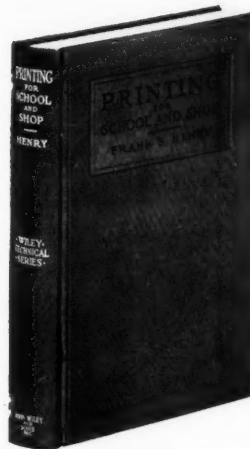
Font contains two each A-I-N-T-W, one each of other letters (except Q-X-Z which are not made) and eight Tint Blocks for two-color work

Barnhart Brothers & Spindler

Chicago Washington, D. C. Dallas Saint Louis
Kansas City Omaha Saint Paul Seattle

NEW STUFF

Every Printer Should Have



PRINTING FOR SCHOOL AND SHOP

By FRANK S. HENRY

Instructor in Printing, Philadelphia Trades School

It is not too much to say that every man or boy in any way connected with this profession should have a copy of Henry's "Printing" for constant reference. It is the best book in its field for practical, every-day use, and it is also unsurpassed for teaching purposes.

xiii+318 pages. 5¼ by 7½. 153 figures.

Cloth, \$1.25, net.

Send the coupon for a FREE EXAMINATION copy and convince yourself that it is indispensable.

JOHN WILEY & SONS, Inc.

432 Fourth Avenue, NEW YORK

FREE EXAMINATION COUPON

JOHN WILEY & SONS, Inc.,
432 Fourth Avenue, New York

GENTLEMEN: Kindly forward me for 10 days' free examination, a copy of Henry's PRINTING. It is understood that I am to remit the price of this book within ten days of its receipt, or return it postpaid.

Name

Address

Reference

I. P.-4-19

Stays Sharp Longer



There are many good knives on the market, but try White knives just once—*That's all.*

THE L. & I. J. WHITE CO., 33 Columbia St., Buffalo, N. Y.

Mailing Machine Troubles ELIMINATED!

The frame and all castings for holding bearings and gears are cast in one piece in

The New Wing Aluminum Mailer

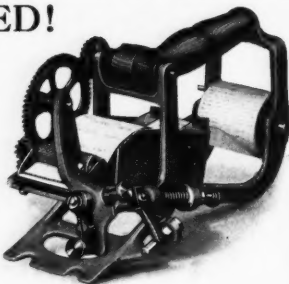
That insures longer and better service.

WEIGHS ONLY TWO POUNDS.

Lessens strain on operators, thereby increasing output.

Complete particulars, price, etc., on request to

Chauncey Wing's Sons
Greenfield, Mass.



FA RINGLER CO.

HIGHEST AWARD
RECEIVED AT THE
WORLD'S
COLUMBIAN EXPOSITION.



ELECTROTYPERS,

PHOTO-PROCESS ENGRAVERS

26-28
PARK PLACE
-TO-
21-23
BARCLAY ST

NEW YORK

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss "High-Speed Straightline" Press

Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially Designed for Mail Order, Catalogue and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8 Page Newspaper from Type Forms and Roll Paper.

Goss Stereotype Machinery

A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d Street

"The Best Thing That Could Have Happened to the Printing Trade is the Franklin Printing Price-List."

Standard Printing Co., Tampa, Florida,
F. J. Bolling, President

TAMPA is a long way from Salt Lake City, yet the Franklin Printing Price-List captured the printers there as it has in every city where it has been introduced.

You owe it to yourself to find out more about this Price-List and why other printers are such boosters for it. Write the Standard Printing Co., as above, the editor of the Inland Printer, or

WE HAVE A SPECIAL GUARANTEE OFFER, IF YOU WILL WRITE AT ONCE

FRANKLIN CLUB OF SALT LAKE

R. T. PORTE, Secretary.

221 Atlas Block, Salt Lake City

New Business Without Cost

Appearance of Our Neat Cards in Case



is generally a delusion and a snare; but the progressive printer who provides his customers, both present and prospective, with

PEERLESS PATENT BOOK FORM CARDS

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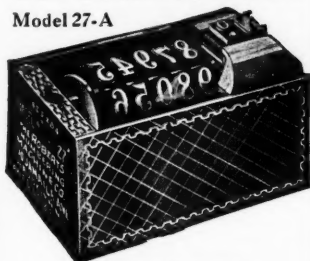
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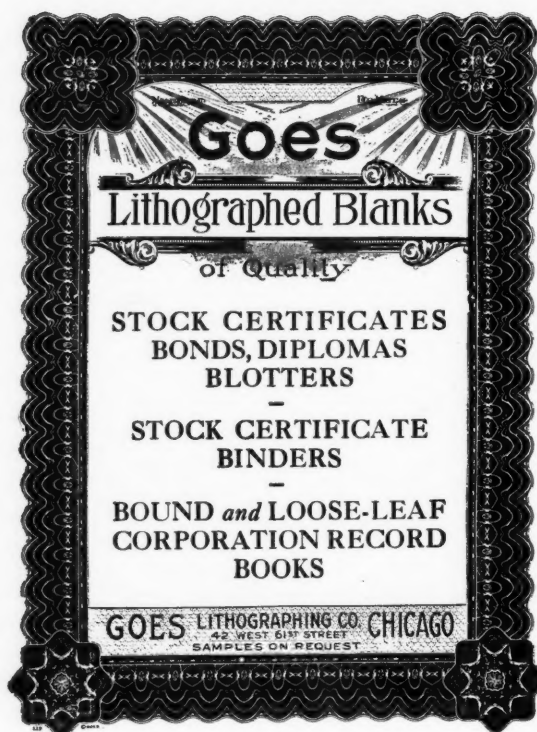
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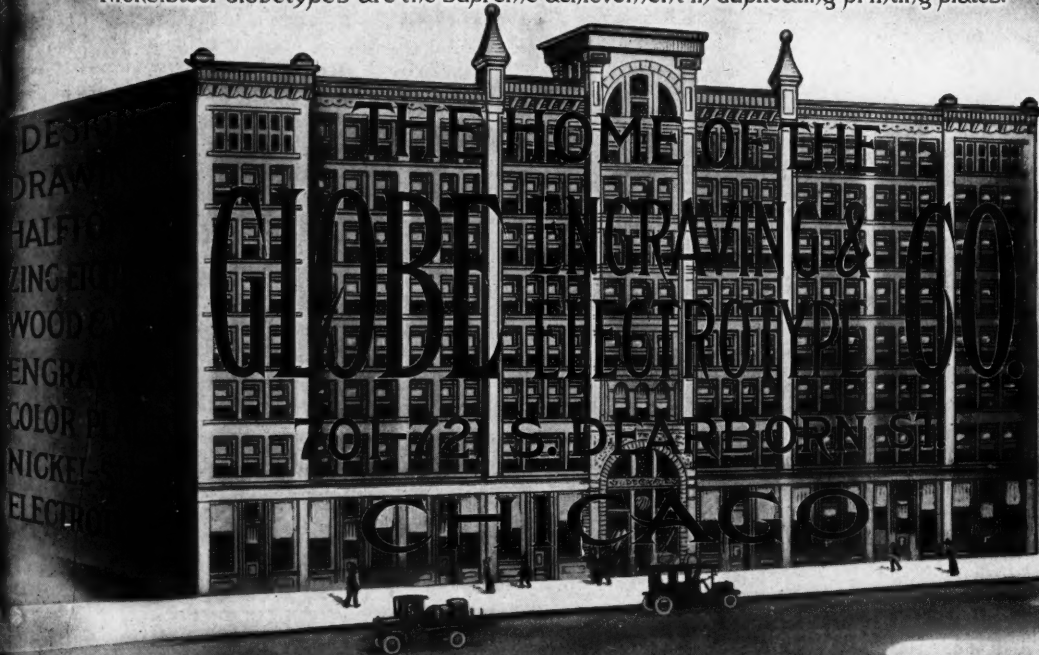
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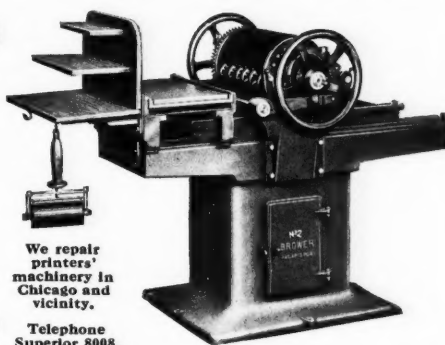
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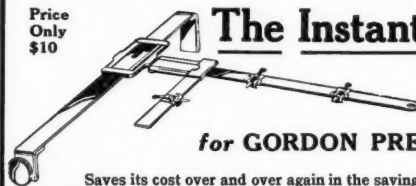


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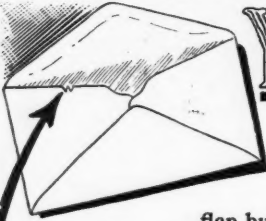
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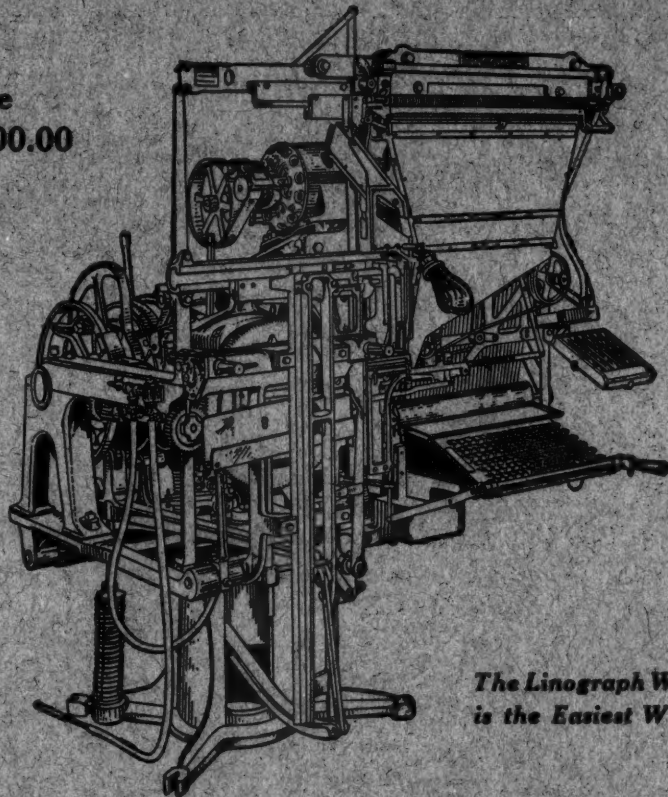
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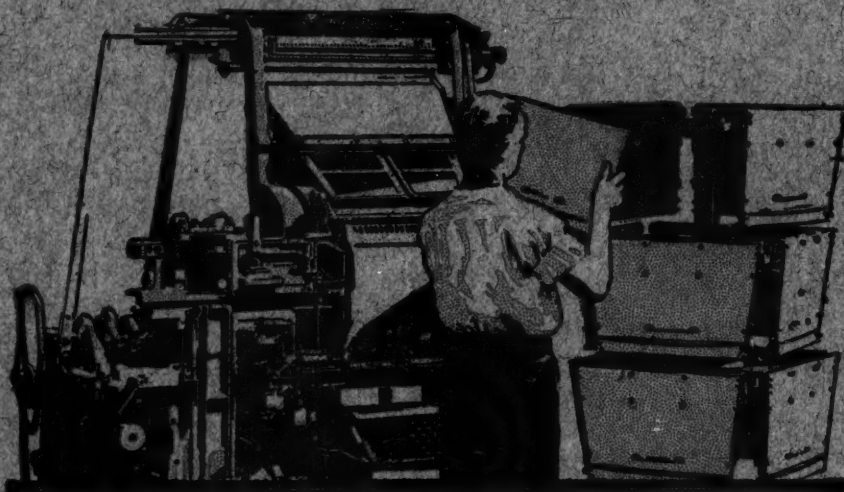
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